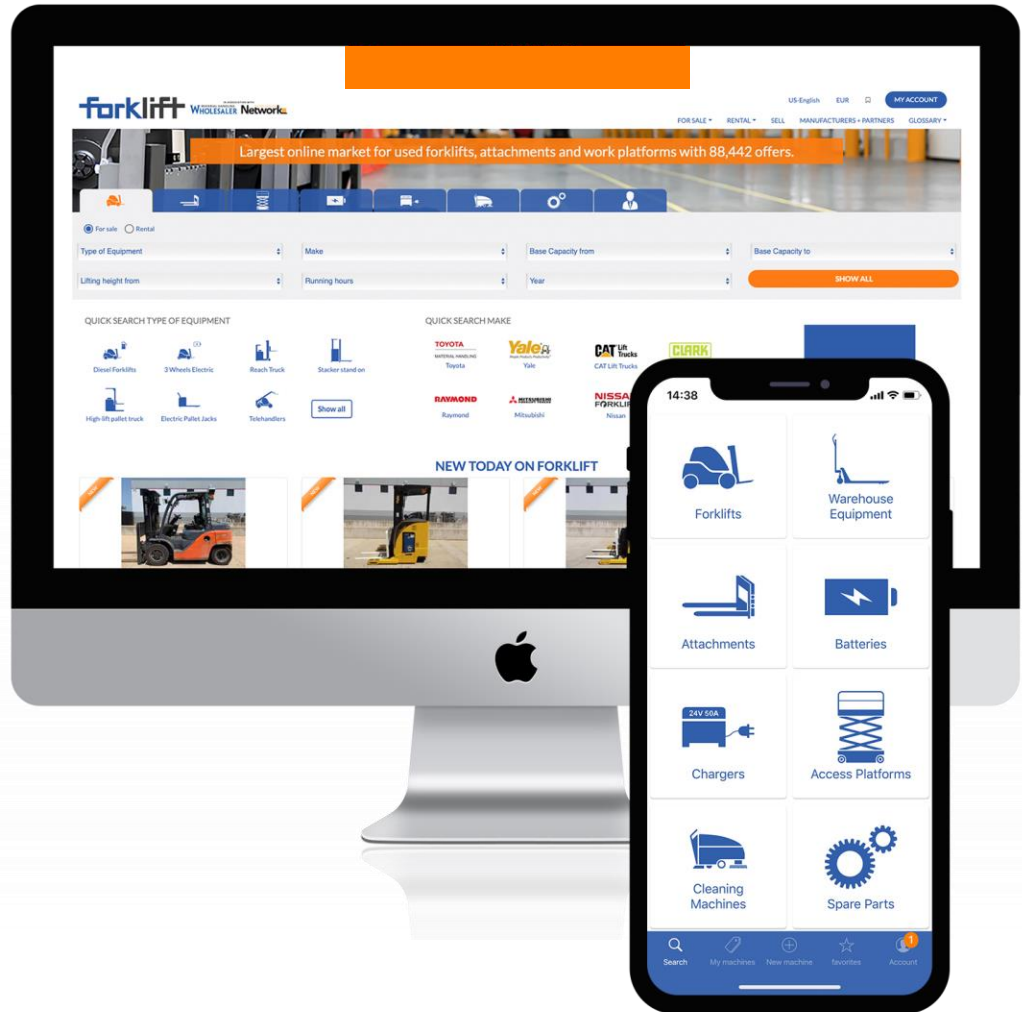


# MEDIA GUIDE

Visible Marketing Made Easy

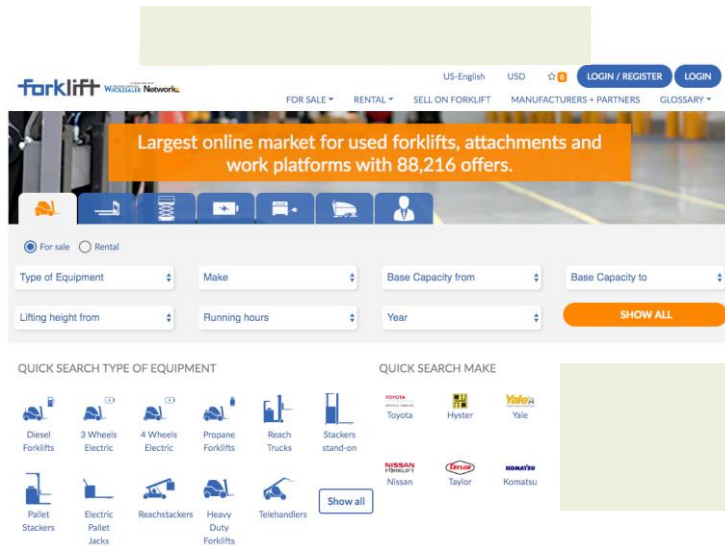


## Forklift International

- ✓ is the most recommended online marketplace for forklift trucks and material handling equipment
- ✓ reaches worldwide 1.5 million visitors per year from the material handling industry
- ✓ guarantees international visibility, with 15 languages currently supported
- ✓ offers direct cross-media possibilities to communicate with your targeted audience and generate new sales leads
- ✓ helps strengthen your image and brand recognition due to a high visitor frequency

## Visibility and Impact

Banner Spots on our Online Marketplace



The platform for an effective presentation of your products, services and strengths.

A limited amount of large promotion spaces offers maximum visibility, in desktop as well as in mobile views. Your message is able to impress your target audience.

High coverage, a precise selection and address of the targeted audience - the most efficient combination.

## Image and Branding

### Banner Spots

#### 1. LEADERBOARD

##### Home Page (Desktop)

Dimensions: 728 x 90 px

Premium pole position for your advertisement.

The best place to publish your promotion in our online market!

#### 2. SQUARE

##### Home Page (Desktop & Mobile)

Dimensions: 250 x 250 px

Popular. Very popular banner right on our home page! Get maximum exposure near our search button!

#### 3. LEADERBOARD

##### Detail Pages (Desktop)

Dimensions: 728 x 90 px

Service oriented. The banner spot with optimum focus to show your transport, financing or other services!

#### 4. LEADERBOARD

##### Search Results Pages (Desktop)

Dimensions: 728 x 90 px

Classic. The perfect place for all your advertisements. This banner appears on many pages of our website.

#### 5. MOBILE MEDIUM RECTANGLE

##### Search Results Pages (Mobile)

Dimensions: 300 x 250 px

Modern. Mobile Visibility with great exposure! Let people know about your digital business!

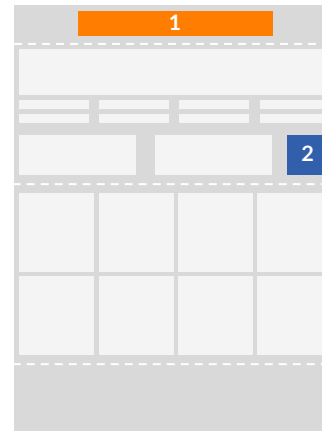
#### 6. LEADERBOARD

##### Pro Search (Logged In Area)

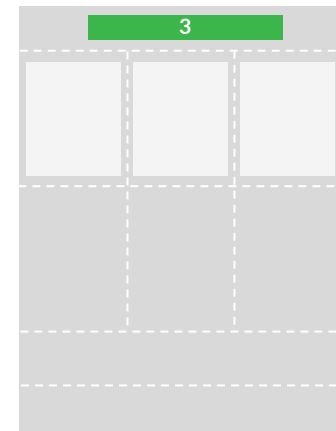
Dimensions: 728 x 90 px

Professional. Reach the decision makers of your target audience with a banner visible for logged in users only

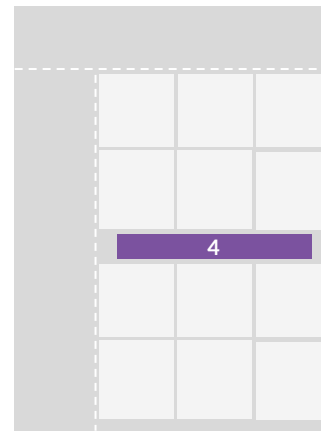
Homepage



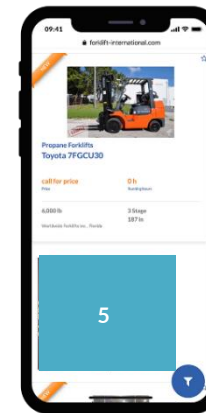
Detail Page



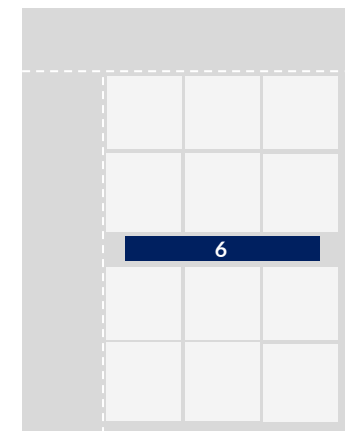
Search Results (Desktop)



Search Results (Mobile)



Search Results (Desktop)



# MEDIA DATA

## 1. LEADERBOARD Homepage

**On Top. Premium pole position** for your advertisement. Be visible on every single homepage visit. Because of the large size and high frequency, our Leaderboard Banner is a perfect opportunity for your image and marketing campaigns worldwide.

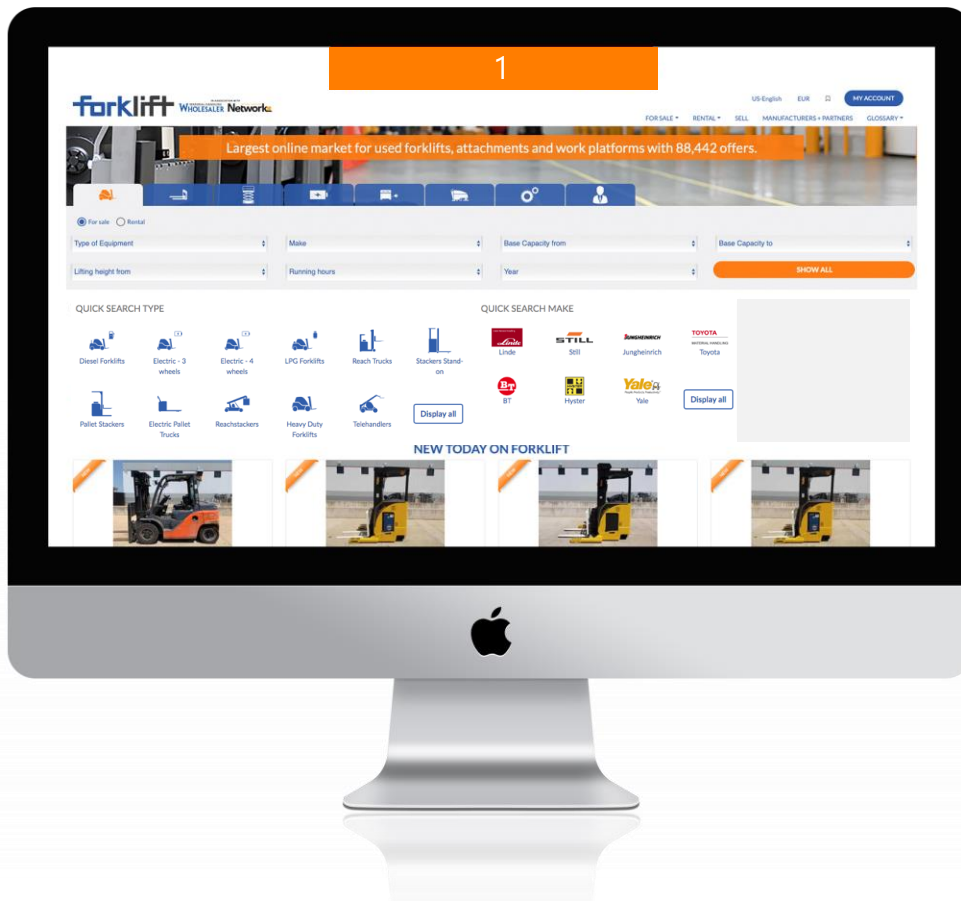
**Dimensions** 728 x 90 px

**File Size** max. 50 KB

**Impressions** > 3.000 per month

**Available Slots** max. 8

**Position** homepage (Desktop)  
rotating



# MEDIA DATA

## 2. SQUARE Homepage

Most popular:

Very popular banner right on our home page!  
Get maximum exposure near our search button!

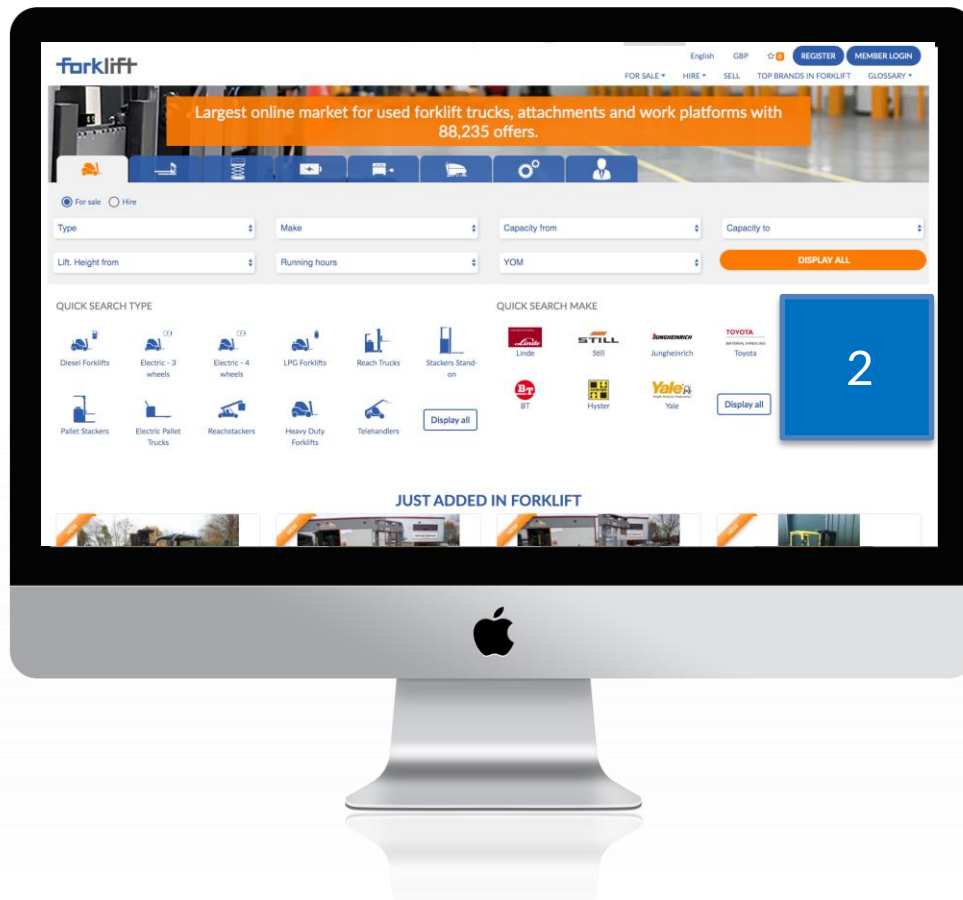
**Dimensions** 250 x 250 px

**File Size** max. 50 KB

**Impressions** > 3.000 per month

**Available Slots** max. 10

**Position** homepage (Desktop + Mobile)  
rotating



# MEDIA DATA

## 3. LEADERBOARD Detail pages

**Service oriented.** The banner spot with optimum focus to show your transport, financing, or other services! You and your portfolio are visible on the detail pages!

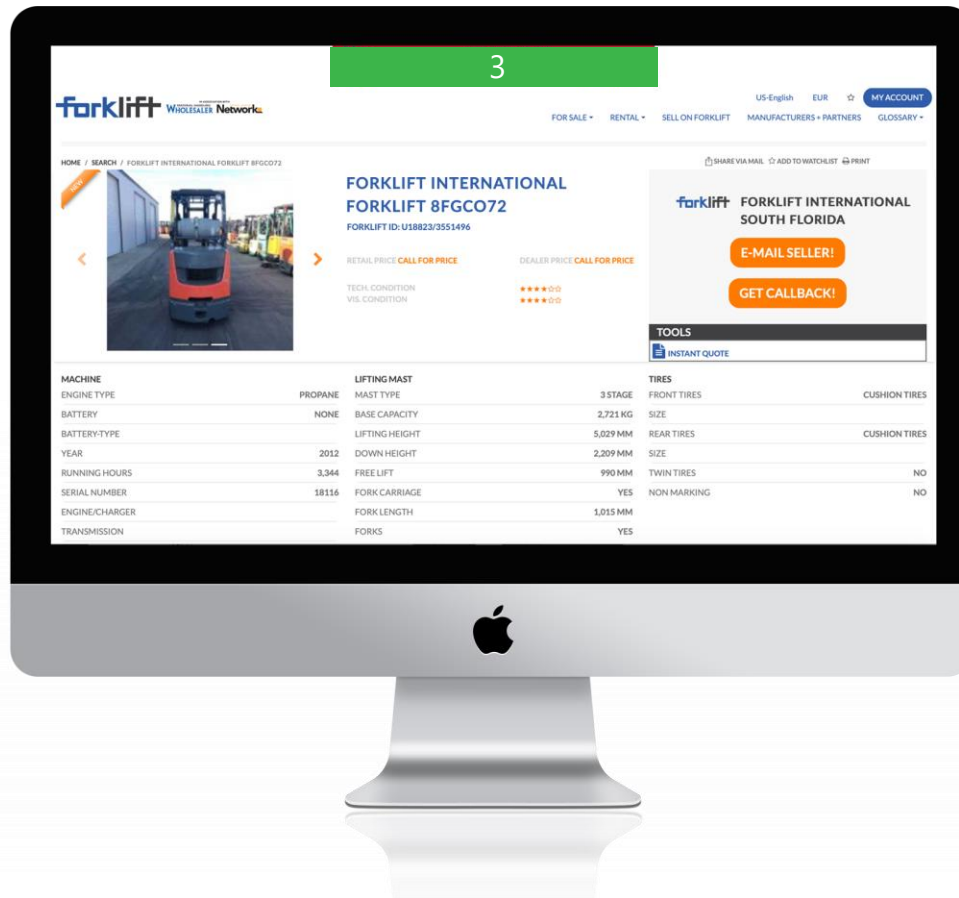
**Dimensions** 728 x 90 px

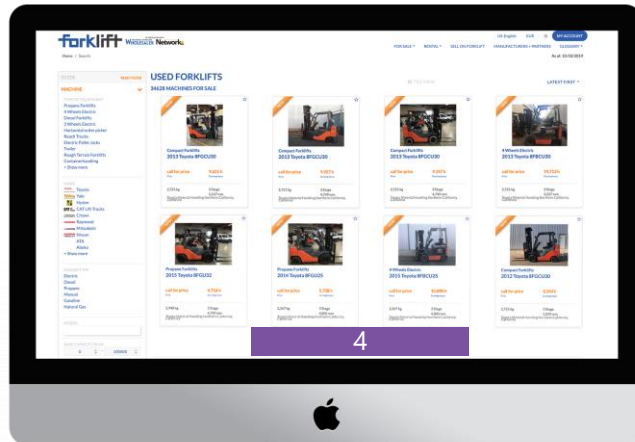
**File Size** max. 100 KB

**Impressions** > 8.000 per month

**Available Slots** max. 12

**Position** detail page (Desktop)  
rotating





## 4. LEADERBOARD STICK Search Results Pages

Classic. The perfect place for all your advertisements. When scrolling through offers visitors will notice your ad. A lot of time is spent on the search results pages.

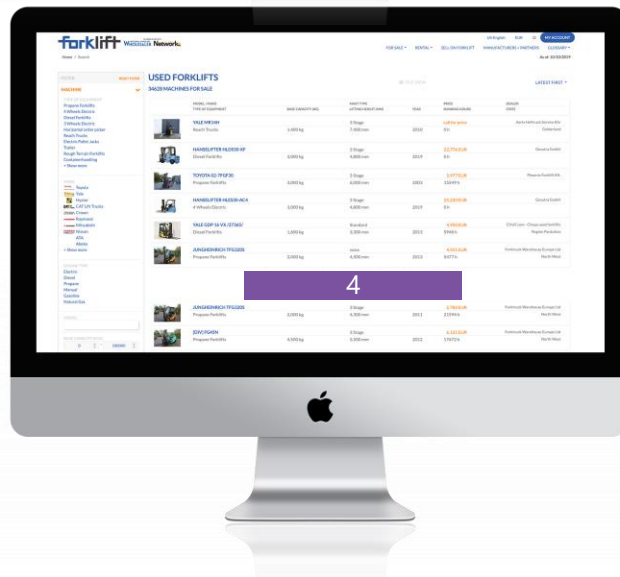
**Dimensions** 728 x 90 px

**File Size** max. 100 KB

**Impressions** > 6.000 per month

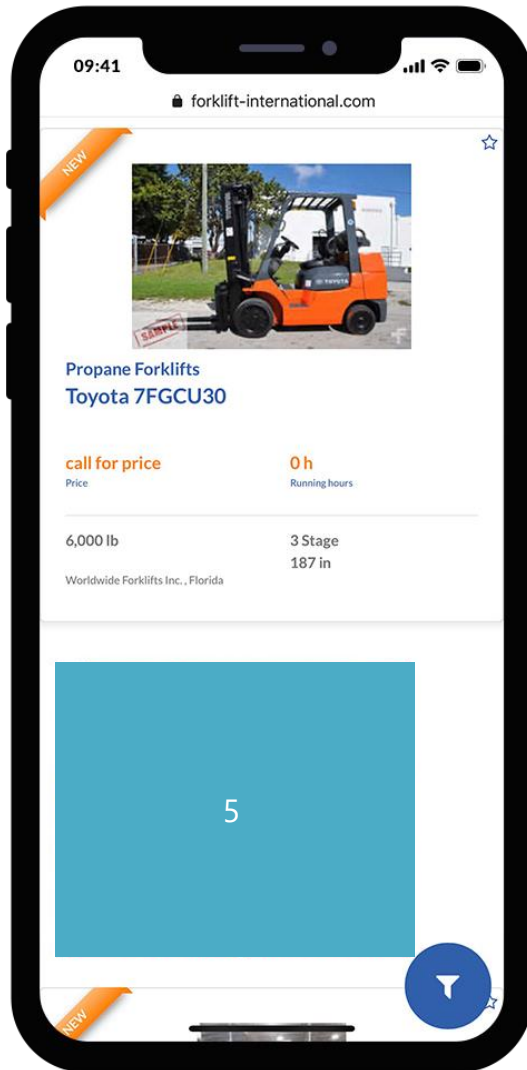
**Available Slots** max. 20

**Position** search results pages (Desktop)  
rotating and alternating  
after the 6th offer





# MEDIA DATA



## 5. MOBILE MEDIUM RECTANGLE Search Results Page

**Effective.** Mobile visitors spend most of their time on the search results pages.

**Dimensions** 300 x 250 px

**File Size** max. 50 KB

**Ø Impressions** > 7.000 per month

**Available Slots** max. 10

**Position** search result pages (Mobile)  
rotating

## 4. LEADERBOARD Pro Search

**Professional.** Target the design makers within the industry with this banner visible to logged in users only.

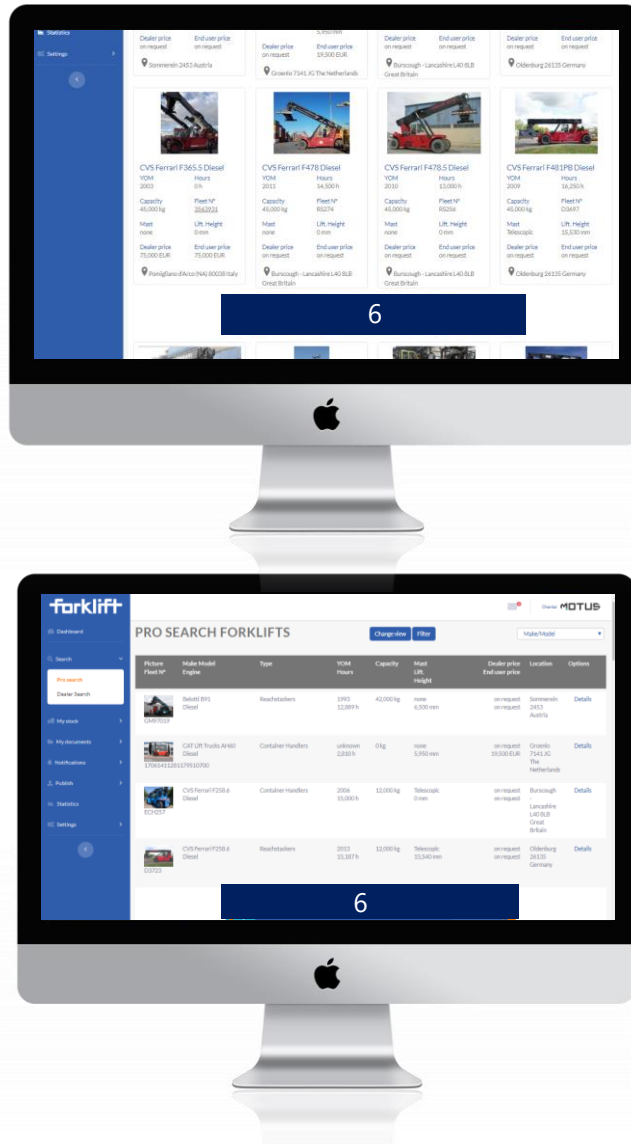
**Dimensions** 728 x 90 px

**File Size** max. 100 KB

**Impressions** > 4.000 per month

**Available Slots** max. 10

**Position** search results pages (Desktop)  
rotating and alternating  
after the 6th offer



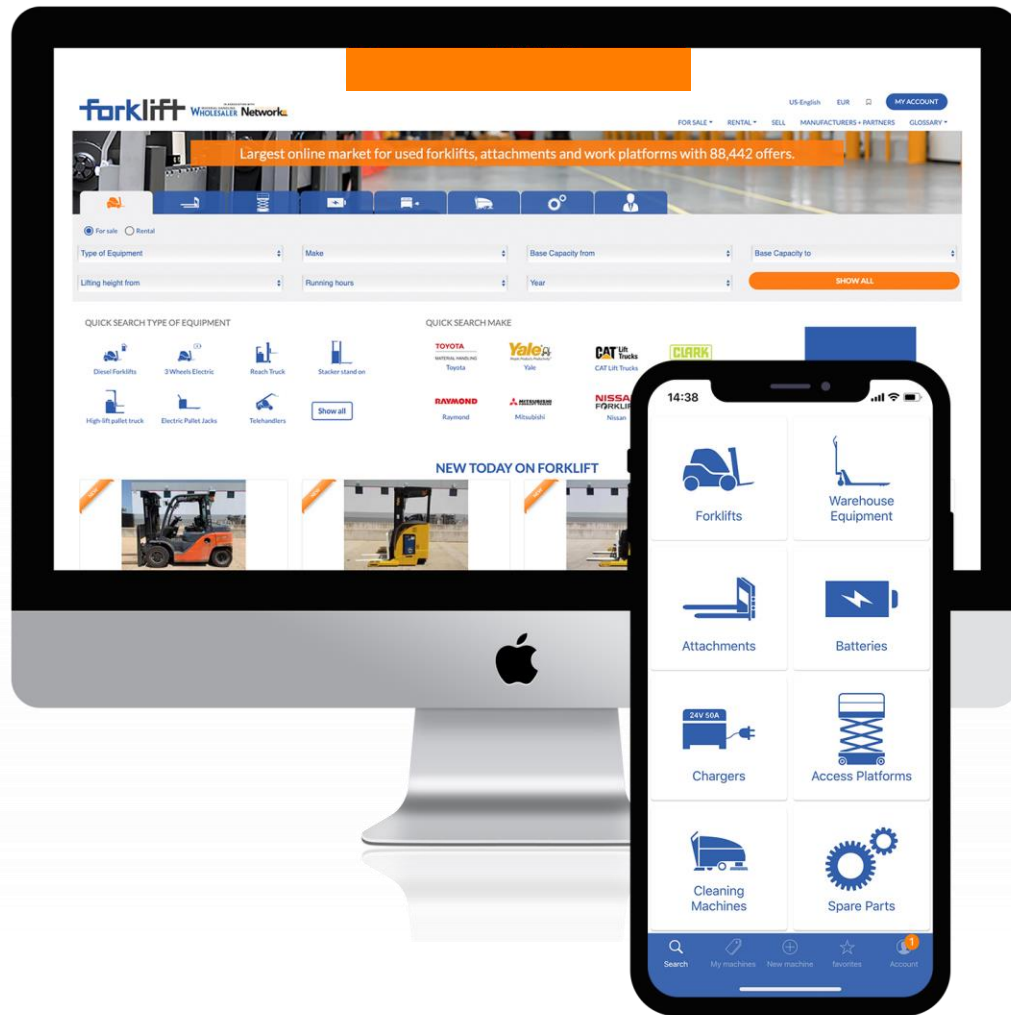
## OVERVIEW

### Banner Spots

	Banner national /international	Device	Impressions per advertiser	Max. spots	Dimensions	File Size	Format	Duration
1	LEADERBOARD Homepage	Desktop	> 3.000 monthly	8	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
2	SQUARE Homepage	Desktop + Mobile	> 3.000 monthly	10	250 x 250 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
3	LEADERBOARD Detail Pages	Desktop	> 8.000 monthly	12	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
4	LEADERBOARD Search Results Pages	Desktop	> 6.000 monthly	20	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
5	MEDIUM RECTANGLE Search Result Pages	Mobile	> 7.000 monthly	10	300 x 250 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
6	LEADERBOARD Pro Search	Desktop (Logged In Users)	> 4.000 monthly	10	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months

- National Banner: visible in the language of your choice
- International Banner: Visible in all language versions currently supported
- Banner is visible whenever a single device is displayed (transport or financial services, spare parts,...)

\* For our advertising banners we will offer you a link to the website of your choice, as well as help you design your banner.



## Contact us!

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