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 & Mobile)**
   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.

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**forklift**
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**: > 6,000 per month
- **Available Slots**: max. 8
- **Position**: homepage (Desktop) rotating

![Leaderboard Banner](image-url)
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**: > 5,000 per month
- **Available Slots**: max. 10
- **Position**: homepage (Desktop + Mobile) rotating
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**: > 15,000 per month
- **Available Slots**: max. 12
- **Position**: detail page (Desktop + Mobile) rotating
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**: > 13,000 per month
- **Available Slots**: max. 20
- **Position**: search results pages (Desktop) rotating and alternating after the 6th offer
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** > 25,000 per month

**Available Slots** max. 10

**Position** search result pages (Mobile) rotating
4. LEADERBOARD

Pro Search

Professional. Target the decision 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

<table>
<thead>
<tr>
<th>Banner national/international</th>
<th>Device</th>
<th>Impressions per advertiser</th>
<th>Max. spots</th>
<th>Dimensions</th>
<th>File Size</th>
<th>Format</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD Homepage</td>
<td>Desktop</td>
<td>&gt; 6.000 monthly</td>
<td>8</td>
<td>728 x 90 px</td>
<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3,6,9,12 months</td>
</tr>
<tr>
<td>SQUARE Homepage</td>
<td>Desktop + Mobile</td>
<td>&gt; 5.000 monthly</td>
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<td>250 x 250 px</td>
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<td>LEADERBOARD Detail Pages</td>
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<td>Mobile</td>
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</tr>
</tbody>
</table>

- 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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