MEDIA KIT

Visible Marketing Made Easy
Forklift International

- is the most recommended and trusted 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 and wide reach 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 USPs.

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.
Marketing 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.
1. **LEADERBOARD Homepage**

On Top. **Premium pole spot** 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. 12
- **Position**: homepage (Desktop) rotating
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**: > 6,000 per month
- **Available Slots**: max. 12
- **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**: > 10,000 per month
- **Available Slots**: max. 5
- **Position**: detail page (Desktop + Mobile) rotating

<table>
<thead>
<tr>
<th>Machine</th>
<th>Dimensions</th>
<th>File Size</th>
<th>Impressions</th>
<th>Available Slots</th>
<th>Position</th>
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<tbody>
<tr>
<td>Forklift</td>
<td>728 x 90 px</td>
<td>max. 100 KB</td>
<td>&gt; 10,000 per month</td>
<td>max. 5</td>
<td>detail page (Desktop + Mobile) rotating</td>
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</tbody>
</table>
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 > 8,000 per month
Available Slots max. 20
Position search results pages (Desktop) rotating and alternating after the 6th offer
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 > 8,000 per month
Available Slots max. 10
Position search result pages (Mobile) rotating
4. **LEADERBOARD Pro Search**

Professional. Target 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**: > 1,000 per month
- **Available Slots**: max. 10
- **Position**: search results pages (Desktop) rotating and alternating after the 6th offer
<table>
<thead>
<tr>
<th>Banner national /international</th>
<th>Device</th>
<th>Impressions per advertiser</th>
<th>Max. spots</th>
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<th>Format</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>1 LEADERBOARD Homepage</td>
<td>Desktop</td>
<td>&gt; 6.000 monthly</td>
<td>12</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>2 SQUARE Homepage</td>
<td>Desktop + Mobile</td>
<td>&gt; 6.000 monthly</td>
<td>12</td>
<td>250 x 250 px</td>
<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3,6,9,12 months</td>
</tr>
<tr>
<td>3 LEADERBOARD Detail Pages</td>
<td>Desktop + Mobile</td>
<td>&gt; 10.000 monthly</td>
<td>12</td>
<td>728 x 90 px</td>
<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3,6,9,12 months</td>
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<tr>
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<td>20</td>
<td>728 x 90 px</td>
<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3,6,9,12 months</td>
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<tr>
<td>5 MEDIUM RECTANGLE Search Result Pages</td>
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<td>&gt; 8.000 monthly</td>
<td>10</td>
<td>300 x 250 px</td>
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<td>gif, jpg, png</td>
<td>3,6,9,12 months</td>
</tr>
<tr>
<td>6 LEADERBOARD Pro Search</td>
<td>Desktop (Logged In Users)</td>
<td>&gt; 1.000 monthly</td>
<td>10</td>
<td>728 x 90 px</td>
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- 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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