

Display Advertising

Banner	£8 CPM
Skyscraper	£10 CPM
MPU - Multi Purpose Unit, ideal for streaming video	£15 CPM
Hot Deals	£70 per month
Featured Partner	£50 per month

Fish4 Inventory Upload

<i>No. of Cars</i>	<i>Monthly Rate</i>
0 - 20	£60
21 - 40	£80
41 - 70	£110
71 - 100	£140
101 - 200	£220
201 - 400	£360
401 - 600	£520
601 - 1,000	£790
1,001 - 2,000	£1,440

The screenshot shows the homepage of motorsnortheast.co.uk. At the top, there is a navigation bar with various news and service links. Below this is a search bar and a 'Hot Deals' section featuring several car listings with prices. A vertical orange banner on the right side of the page contains a '4% APR' offer and a 'CLICK TO OPEN AN ACCOUNT' button. The main content area includes a 'Used car search' form, 'Latest from Motors North East' news snippets, 'Featured partners' logos (METRO, JCT600, SIMON BAILES, Benfield, Ford, JenningsFord, Mazda), and several promotional tiles for 'Motoring Awards', 'bargain hunt', 'caravans & holiday homes', and 'road tests'. At the bottom, there is a 'Cars in Tyne & Wear' section with a list of car makes and logos for partner publications like Chronicle, Evening Gazette, Sunday Sun, and The Journal.

Banner / Leaderboard: Sold on page impressions, rotates with other banners in the same position.

Hot Deals: High profile marketing of cars.

Skyscraper: Sold on page impressions, rotates with other advertisers' skyscrapers in the same position.

MPU: Ideal for running campaigns using streaming video.

Featured Partner: Prominent position on the page, available monthly.