

Publishing

July 2017 will see the first annual edition of The Scooter and Moped Directory – 2017/18

Distribution

Phase 1 - The directory will be made available FREE to the general public at many of the large shows and exhibitions around the country getting the directory into the hands of enthusiasts, clubs, traders and dealers. In the last year we have been to the Motorcycle Live Show, NEC, Knebworth, BSB's just to name a few. In addition we also distribute via motorbike and motorsports shops and advertisers outlets.

Phase 2 - 1600 Independent newsagents throughout the country plus supermarkets, Shell garages and more

Layout

The directory will then be split into categories designed to make each company easy to find according to your speciality(ies) :

- Scooters / Mopeds
- Restoration Service and Maintenance
- Accessories, Parts, Spares and Clothing
- Rider Services

Your advert will also be included at no extra cost in this years Motorcycle Reference Directory.

We will publish in July. You will not be invoiced for your advertising until then when you will be sent a complimentary directory with your bill, along with your entry you will receive a free listing on the website directory which will go live at the same time. We have many other benefits of advertising on the web site – please see below for further details.

I will be in touch but please do not hesitate to call with any further queries,

Yours Sincerely,

Media Chameleon Ltd – 01582 488385

**Gives you exposure
in multimedia - hard copy
website, twitter and facebook**



**Circulated via motorcycle
shows and race meets,
as well as WH Smiths**



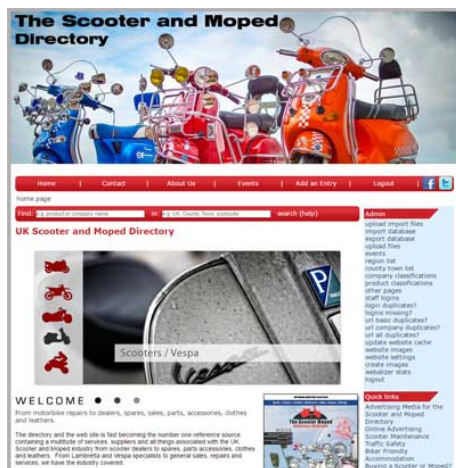
www.scooter-moped.co.uk

17,000 unique visitors per month and 586,000 hits per month and increasing

Your free listing will be entered onto the site once the directory is published, but with a range of options to maximise your online presence, the website offers media solutions for everyone:

Our web site has been designed to be search engine friendly and therefore are quickly picked up and indexed by all the major search engines. Search Engine Optimisation technology ensures that with important key words the website is on the first pages of the major search engines. The site is also advertised prominently within the magazine, maximising traffic nationwide. Currently receiving an average of 586,000 hits a month, the Motorcycle Website will provide you with a cost effective method to reach a whole new set of customers! Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – A variety of packages to increase your web exposure – see below.
- **Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!



The Scooter and Moped Directory 2017 / 18

www.scooter-moped.co.uk

Email back to Media Chameleon Limited orders@mediachameleon.co.uk

FROM (your contact name)		
Your company		
Your address		
Your Tel		
Your Fax		
Your web address (URL)	http://www.	
Your email		
Your classified category		
Type	Directory Price (mono)	Directory Price (colour)
CLASSIFIED AND WEB SITE ADVERTISEMENTS (A5 Directories)		
BOLD entry	£45.00	-
Boxed BOLD entry	£55.00	-
Boxed BOLD 15 word profile	£60.00	-
Boxed BOLD 15 word Profile with Logo		£75.00
Classified (24mmx65mm width)		£85.00
Eighth Page (49mmx65mm width)		£155.00
Quarter Page (97mmx65mm width)		£300.00
Half Page (97mmx133mm width)		£475.00
Full Page (197mmx133mm width)		£900.00
Double page spread		POA
Inside front cover / Back cover / Inside back cover		POA
Web Directory Section (Front of the A5 directory)	Classified web banner (24mmx65mm width)	£80.00
WEB ADVERTISING		
GOLD PACKAGE – Up to 25 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).		£350.00
SILVER PACKAGE - Up to 5 classified headings, coverage across 3 towns, 60 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).		£250.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 town, hyperlink, 30 word company profile, Display advert		£105.00
WEB CLASSIFIED BANNER – Advert at the top of 1 classified heading.	- 6 Months	£350.00
WEB TOWN BANNER – Advert at the top of 1 town heading.	- 6 Months	£350.00
WEB ALL PAGES BANNER – Advert displayed at the side of the website on all pages	- 6 Months	£600.00
WEB HOME PAGE ADVERT BANNNER Advert displayed on the home page of the website	- 6 Months	£600.00
(Advert sizes from (120 wide x 90 pixels)		