

Banner Advertising with *The Lotus Forums*

Lotus Esprit Forum (LEF) was the world's busiest website for Esprit owners and enthusiasts. Following the success of LEF forums were created for the Lotus 2Eleven and the new Lotus Evora, both mimicked the original success of the Esprit owners' website to date.

We found many people had several Lotus cars in their garage and an interest in more than just one model so the forums have come together to bring all the owners and enthusiasts together on 'The Lotus Forums' as one big forum. We have also created a new area for Elise and Exige owners that is currently growing.

Advertising banners are available on a prime position on the website. This is the ideal place for advertising whether your target audience is the classic Esprit owners; the track day focused 2Eleven owners; the brand new Evora owners; or now sport car enthusiast the Elise and Exige owners.



Your advert will also be shown on the Lotus Forums home pages and on our classifieds site www.lotusforsale.com where advertisers can also place free *for sale* adverts.

You are encouraged to provide your own art-work (.jpeg or animated .gif) or we offer a basic design service for you at a small cost. Adverts should be 468 x 60 pixels, internet standard landscape banner size.

We can provide a tailored service targeting by geo-location, time of day, views per user session and so on. Reports can be provided if required. Each position will rotate between a maximum of 10 rotating banners ensuring a cost effective campaign for your business.

The Numbers:

Costs:

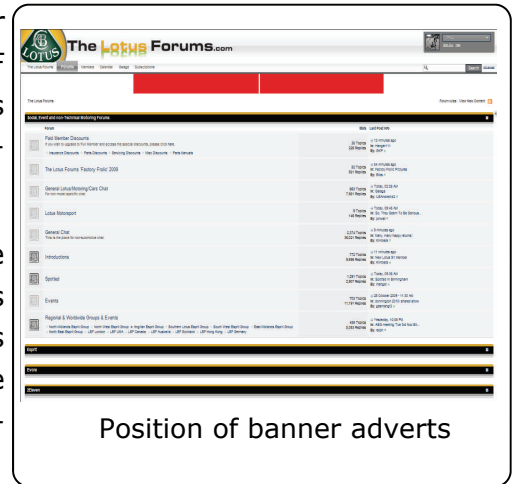
- Approx £0.002 per impression (CPM—£2)
- Minimum order £50.00**
- Advert design service from £50.00
- Monthly billing cycle makes budgeting easy

*All prices are subject to VAT at the prevailing rate and are billed monthly in advance. Payment Terms are strictly 21 days.

**Minimum order equals approx 1 months advertising

Forum Statistics

- Over 7,500 unique registered members with currently 250+ new members joining every month.
- More than 25,000 page loads/day
- Average visit over 10 minutes per user and 25 page views per session
- More than 80,000 unique sessions/year.



Position of banner adverts

Please call 0845 094 6195 or email ads@thelotusforums.com for more information or to place your advert.

***We expect that each advertisers creatives will have at least 25,000 impressions per month however although we will do all we can to assure the site is always available there may be reasons why this figure is not reached and we ask that you accept this is the case and absolve us from any liability.**