

LandyOnline WEBSITE

LandyOnline is a quality content driven Land Rover website covering everything related to Land Rovers with a focus on Africa.

The most popular sections are:

Home Page	Monthly news and article updates and links to the major sections on the site
Techtalk	The technical section covering engines, upgrades, conversions, DIY maintenance and servicing
Marketplace	Consists of an online bookstore, spares and repairs suppliers, classifieds and picture ads, buyers guide and vehicle reviews
Offroad	Overland travel, travel stories, links, equipment suppliers and tour operators
Locals	Owners websites, clubs and vehicle stories
Specs	Specifications and information on new and old model Land Rovers
Africa Land Rover Forum	An active online forum for Land rover owners to interact

LandyOnline has been growing steadily ever since it went online in February 2000. The initial site started with about 40 pages, 4mb in size. A year later the site had more than doubled in size with over 100 web pages exceeding 12mb in size. Now some 9 years later it continues to grow, consisting of over 350 pages and 78mb in size.

LandyOnline has grown to become one of the most popular Land Rover resource sites on the internet. We have had to upgrade our hosting services to deal with the increased traffic. To supplement the running costs of the site we recently introduced GoogleAds successfully as well as paid for advertising and a paid classifieds service Landy Picture Ads. The site is the largest Land Rover website in Africa and consistently ranks in Google, Yahoo and MSN top 10 rankings for searches related to Land Rover. The site is also a favourite for return visitors.

LandyOnline Visitors

Average monthly statistics for 2008

Number of visits	35 000 per month
Unique Number of Visitors	23 000
Source of traffic	60% search engines 25% referrals 14% direct
Most popular sections	Home page, classifieds, market place, Off Road

ADVERTISING OPTIONS

LandyOnline offers a unique opportunity to reach the niche Land Rover related market with targeted advertising. The advertising is extremely cost effective due to the high traffic volumes experienced by LandyOnline. The great thing about this advertising is that it is measurable and our site is continuously growing so you reach an ever increasing audience.

Permanent Placement Adverts

These ads are eye catching graphic and animated, they are great for creating awareness, brand building and directing traffic to chosen pages or websites

Pages	Button (120x90pix, 3k max)	Banner (468x60 pix 12k max)	Skyscraper (160x600, 20k max)
Home Page For Sale and wanted	R 250	R 350	R 450
Market place, Techtalk, Off Road, Buyers guide, Spares & Suppliers	R 200	R 300	R 400

Buy 3 months and get 1 free

Advertorial/Directory Pages

We provide an advertorial page on www.landyonline.co.za. This page will allow you to place key content on LandyOnline which will significantly increase the exposure of your product to search engines by utilizing the well established and highly ranking LandyOnline website.

Permanent page on LandyOnline for 1 year
 Advertorial/landing page* R 500
 *Includes directory link
 *Excludes button or banner link

Newsletter

Mailed to 600+ subscribers monthly
 Shop window listing R 100

Design Costs

Once off design costs R 300

Contact us for a needs assessment and quotation
 Prices are inclusive of VAT and subject to change depending on visitor statistics

Contact Alan at mail@landyonline.co.za to book adverts
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