

Profile

The webzine Truck-On line aims to make a communication platform for the entities running business in the areas of road transport, forwarding, warehousing and logistics. The suppliers to these industries are the other major group of our readers. The webzine brings a lot of up-to-date news, reviews the individual issues of Truck & Business magazine and offers interactive tools. The webzine makes it possible to create own company presentation within the database section.

Contents

- Selection of articles from over 20 major subject areas, separately for transporters and suppliers
- Interactive tools (voting, inquiry)
- Electronic newsletter
- Selection of articles from Truck & Business magazine, archive
- Supplier database
- Video library

Visit rate

- Approx. 27 000 unique visits per year (year to year increase about 50 %)

Advertising options

1

REGISTRATION IN DATABASE
 Unique opportunity to create your own presentation including company profile, contacts, logo and up to three photographs. Do-it-yourself tools and friendly navigation available.

FOR ONLY 25 EUR/YEAR!

2

BANNER HORIZONTAL
745 X 100 PIXELS
 140 EUR/month

3

BANNER
180 X 180 PIXELS
 70 EUR/month

4

BANNER VERTICAL
120 X 600
 140 EUR/month

5

FREE!
TO ALL ADVERTISING ORDERS!
 Your company logo with link to your website on our homepage

2009 TOTALLY FREE

The screenshot shows the Truck-Business.cz website interface. At the top, there's a navigation bar with 'Truck-business.cz' and 'Webzines'. The main content area is divided into several sections:

- 1. REGISTRATION IN DATABASE:** A blue box with white text offering a unique opportunity to create a company profile for only 25 EUR/year.
- 2. BANNER HORIZONTAL:** A blue box with white text for a 745x100 pixel banner at 140 EUR/month.
- 3. BANNER:** A blue box with white text for an 180x180 pixel banner at 70 EUR/month.
- 4. BANNER VERTICAL:** A blue box with white text for a 120x600 pixel banner at 140 EUR/month.
- 5. FREE! TO ALL ADVERTISING ORDERS!** A blue box with white text offering a free logo link to the user's website.

The website content includes:

- Truck & Business logo:** 'on-line magazín pro strategii podnikání v silniční dopravě'.
- CONTINENTAL advertisement:** 'pneumatiky pro nákladní vozidla to nejlepší pro krále silnic'.
- NEWS:** 'ZÁKAZY JÍZD MAJÍ MÍT 26 VÝJIMEK', 'SCANIA: NOVÉ MOTORY A DALŠÍ INOVACE', 'AKČNÍ NABÍDKA RENAULT MASCOTT WLS SPEDITION: KVALITNÍ PNEUMATIKY SE VYPYLAJI', 'DVE NOVINKY PRO NÁKLADNÍ DOPRAVU'.
- TOP STORY:** 'TRH S NÁKLADNÍMI VOZY SE PROPADNE O 21 %'.
- R6-CHEB and D1-EXIT 11 MODLETICE:** Advertisements for these locations.
- FINKO advertisement:** 'Bylo nalezeno 4 záznamy', 'FINKO MULTIMEDIA', 'Obecná charakteristika Vašich nabídek a služeb: Mimořádná nabídka: Akční časově omezené nebo jiné firmní speciální nabídky.'
- Navigation and Footer:** 'Rakama', 'Truck & Business Directory', 'ROČENKA DODAVATELŮ SILNIČNÍ AUTODOPRAVY', 'NOVÁ VERZE 2008', 'Průzkum spokojenosti', 'Index', 'MEDIA DATA 2007', 'ON-LINE OBJEDNÁVKA INZERCE', 'ON-LINE OBJEDNÁVKA PŘEDPLATNĚHO', 'Archiv', 'Newsletter', 'Náš prezentace', 'Novinky na Vaš e-mail', 'Vytvořit a dodavatel', 'FLEET', 'AutoBusiness', 'ONE2TRUCK', 'vložil logo zdarma'.