



carbonblack
all things **auto**

**CORPORATE
ADVERTISING RATES**
Valid 2010

carbonblack.com.au

| buycartyres.com.au

| allthingsauto.com.au

| tyres.wordpress.com

Testimonials

Victorian Automotive Chamber of Commerce

“In today’s tough financial conditions more automotive market leaders are looking towards the online space for a low cost, highly measurable, source of lead generation.

CarbonBlack is truly advanced in digital marketing and well placed to provide its automotive industry members with a means by which to generate more income. That’s why the VACC supports CarbonBlack’s initiatives and services. We encourage you to sign up with CarbonBlack today.”

Gunther Jurkschat

General Manager Operations, VACC

Fleetcare

“Fleetcare had a great experience advertising with CarbonBlack – they offer an easy, cost-effective way to experiment with online advertising for companies not used to the practice. The pay per lead offers great value for money and we found that the leads coming in from CarbonBlack were of a much higher quality than leads from other automotive sites we have advertised with. The team gave practical advice and guidance on campaigns in relation to their audience which we also found really useful.”

Cliona Kenneally

Marketing Communications Manager, Fleetcare

Hankook Tyres Australia

“Over the last year, we have seen CarbonBlack evolve into a highly credible service provider to the tyre industry. We were very impressed with the July 2008 release of the Tyre Brand Scorecard based on marketing insight and competitive data. We since have engaged CarbonBlack to provide market size data, tailored to our needs. We found that no one else in the market could provide the data we required. The quality of work exceeded our expectations and was prioritised to fit our time frame.”

José Angeles

Marketing, Hankook Tyres Australia

Usage Statistics

Our traffic is growing rapidly.

Our **quarterly** stats:

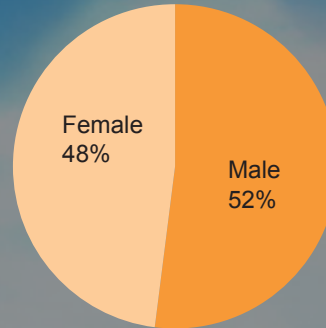
- ▶ Over **1,000,000** hits
- ▶ Over **400,000** product searches
- ▶ Over **6,000** recipients of our trade newsletter
- ▶ Over **1,800,000** dealer listing appearances in our directories
- ▶ Over **\$4,000,000** in sales leads to our members
- ▶ Over **20,000** consumers receive our product of the month email

CarbonBlack is Australia's #1 independent tyre website and on Hitwise's list of top 10 automotive sites.

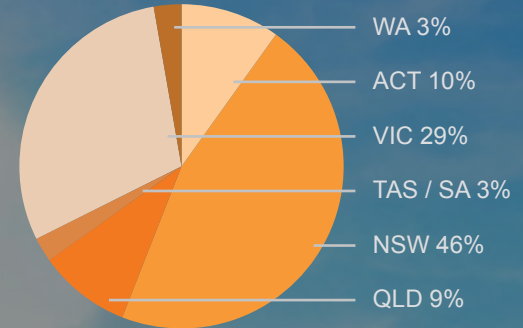
CarbonBlack offers you a 24/7 exposure to car owners and service centres.

Our Consumer Members

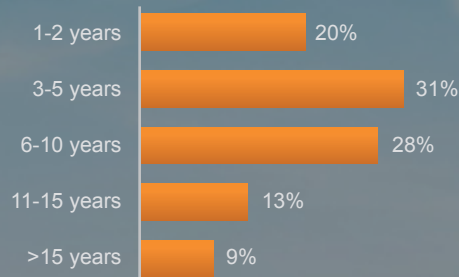
Gender



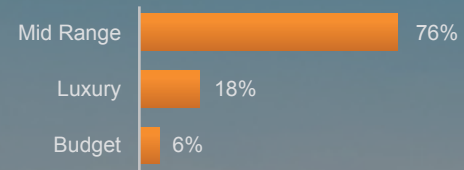
State



Vehicle Age



Vehicle Category



Monthly Newsletter

Reach 6,000 automotive industry members by sponsoring our monthly newsletter.

Package 1 \$2,500 ex GST

- ▶ Banner ad in our newsletter (650 x 165 px)
- ▶ 12-month banner ad on www.carbonblack.com.au
- ▶ Dedicated page with link to your own website for 12 months on www.carbonblack.com.au

Package 2 \$1,500 ex GST

- ▶ Banner ad in our newsletter (650 x 165 px)

carbonblack.com.au
all things auto

You are a click away from thousands of customers
seeking top service centres and suppliers

Customers

"click"

News | June 2010

Parts Catalogue

Buy parts in bulk

Latest Jobs

Sell your Auto Parts

June Catalogue

Automotive News

This month on CarbonBlack All Things Auto

In this June issue of our newsletter:

1. **Auto Parts & Accessories-Buy in bulk and save** Find out how you can start saving on parts & accessories
2. **Latest Jobs in Automotive Industry**
3. **June Catalogue** Select from our wide range of products
4. **Latest Automotive News**

Until the next issue, best wishes, Jodi Stanton and the CarbonBlack team

Buy in bulk and save!

Whether you're upgrading your workshop or stocking your inventory to service cars, CarbonBlack is your one-stop-shop for a wide range of parts & accessories. Buy in bulk and start saving today. Contact us to find out more.



Click to enquire
about Bulk Buying



Latest Jobs in Automotive Industry

car4me
NOT your average car site

Business Development - Online Sales Sydney or Melbourne (Full time)
CarMe, an online lead generation automotive business seeks a driven, self motivated, mature individual for sales development role in online space.

Featured
Job

Banner Advertisement

Reach our members and visitors across our entire online network.

Click-through Banner Ad Rates

Minimum of 1 month or 100,000 impressions across the CarbonBlack network.

\$1,000 ex GST (guaranteed \$10 CPM or lower)



Banner Size:
160 x 600 px, 728 x 90 px



Banner Size:
235 x 300 px



Banner Size:
250 x 300 px

CarbonBlack.com.au



BuyCarTyres.com.au



AllThingsAuto.com.au



Sales Leads from our network

Promote your business in carbonblack.com.au, allthingsauto.com.au and thetyresite.com.au.

Monthly Subscription Rates

Featured:

Rural: **\$99**

Metro: **\$198**

Standard:

Rural: **\$49**

Metro: **\$99**

	Featured	Standard
Business Directory Listing Improve your reach with a larger post code	20km	10km
Customisable Company Profile Include your location, specials, offers and more	<input checked="" type="checkbox"/>	
List under multiple categories Like brakes, tyres, exhaust, logbook servicing	20	10
Calls via 1300 ext & VOIP service Track calls direct to your service or reception	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email Contact Form Be more accessible to customers by email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Links to your Website Give customers access to more information	<input checked="" type="checkbox"/>	
Online Booking Convert your leads more efficiently	<input checked="" type="checkbox"/>	
Update Anytime Use personal login to update to your webpage 24/7	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Live Reporting Check your lead performance 24/7	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Listing on CarbonBlack powered sites BuyCarTyres.com.au, AllThingsAuto.com.au	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email alerts Receive email alerts for missed calls	<input checked="" type="checkbox"/>	

Sell your products

Sell your automotive parts & accessories on CarbonBlack.com.au, our digital catalogues and our deal of the month emails.

How it works

- ▶ Upload your product inventory
- ▶ CarbonBlack markets your products
- ▶ Customers purchase your products
- ▶ You ship products to customers
- ▶ CarbonBlack transfers payments to you

With our fulfillment services, you send inventory directly to Carbon-Black where it is stored and managed in a secure, climate controlled 5,000 sqm warehouse. When orders are received for your products, CarbonBlack will professionally pick, pack and ship them directly to your customers.

CarbonBlack manages fulfillment services for several major direct mail and distribution companies throughout Australia, processing over \$50m in product sales per year. CarbonBlack uses state of the art technology and customer management solutions.

Contact results@carbonblack.com.au for more information.

carbonblack.com.au
all things **auto**

Amazing deals on over 20,000 auto parts & accessories
Deliveries to Australia and New Zealand

SEARCH

SELECT

BUY

~~ON SALE NOW~~
EVERYDAY



Email Marketing

CarbonBlack offers targeted permission email marketing - providing you with the power to target consumers or the auto industry with your marketing message.

Targeting

CarbonBlack offers reach to over 600,000 profiled Australian consumers.

Click through rate guarantee

CarbonBlack offers a 25% Click-Through Guarantee on most of its permission email campaigns. This means that if a client's initial email campaign does not produce a 25% click-through rate within 30 days of emailing, CarbonBlack will re-email the campaign free of charge to a section of those members who until that point have not clicked through.

Click through rate guarantee

Priced per campaign. Contact results@carbonblack.com.au for more information.

WIN
PACKAGE VALUED AT
\$1600

Get your car in perfect shape for summer
Register before 03 Jan, 2009 for your chance to win...

Midas Service
Get Midas's most popular scheduled service with up to 5 litres of semi synthetic oil

4 Continental Tyres
Transform your vehicle bringing a new level of safety, comfort and performance

Vehicle Detail
Your car will be spotless after a interior and exterior detail.

\$100 Fuel Voucher
And you'll be on your way with a full tank of fuel!

Save time and money servicing your vehicle
Over 1,700 leading service centres & 920,000 parts on over 7,800 vehicles
www.carbonblack.com.au

PIRELLI

get a grip

WIN a VW GOLF GTI Pirelli
Plus a chance of \$100,000 or one of hundreds of instant prizes!

Already Purchased?
If you have purchased your Pirelli tyres, click here for your chance to **WIN** the VW Golf GTI Pirelli, plus a chance to **WIN** \$100,000 and hundreds of other instant prizes [click here...](#)

Haven't Purchased Yet?
If you haven't purchased your Pirelli tyres yet, click here for your chance to **WIN** \$100,000 and hundreds of other instant prizes [click here...](#)

Click here for more information

POWER IS NOTHING WITHOUT CONTROL

PIRELLI