iFLEET.cz

Who visits?

- Top management
- Senior and middle management with car fleet managerial responsibility and competence
- Car Fleet Managers
- Entrepreneurs and Self-employed persons
- Public administration, municipality, self-government and institutions
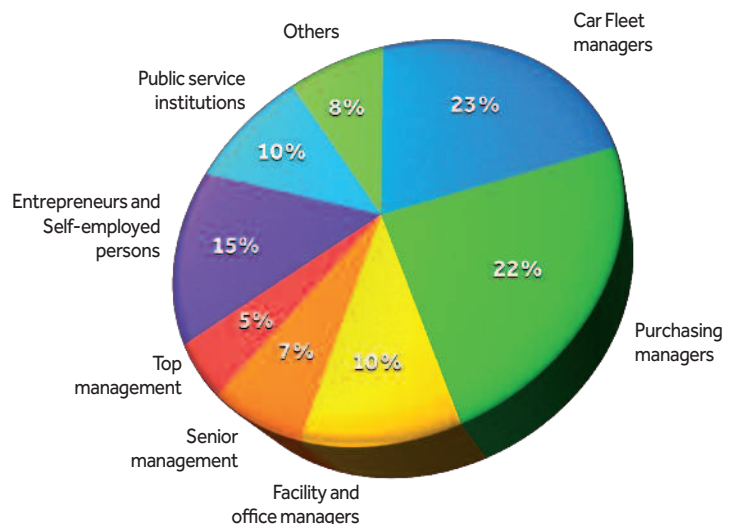- Broader public with interest in car industry and legal or economy aspects of car opeartion

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- Fleet suppliers

On-line information from the fleet and mobility management business

iFLEET.cz is a business-to-business Web portal dedicated to fleet administration and fleet management. The content of the FLEET addresses wide scale of managers, entrepreneurs, self-employed persons and employees responsible for the company cars at all levels of the car fleet management, serving them with information about the current trends in modern fleet management, risk management and related topics as acquisition, financing, servicing, insuring, monitoring and operating the car fleet. It also serves as an on-line information platform for event activities of the magazine FLEET firemní automobily (FLEET company cars). Together the print magazine and internet portal form complex communication platform for fleet management.

The web portal is not just an internet counterpart of the print magazine, but offers a large number of additional functions, such as personal account set up or administration and communication among the registered users. iFLEET.cz contains a rich information contents including a news archive since 2005. The Event directory provides readers with all the necessary information about the forthcoming events and with a rich media archive of the previous events, such as photos, videos, press clippings, etc. Electronic newsletters are the other communication tool distributed to around 3000 registered recipients. The portal offers also various options for business presentation through advertising banners on the web or in newsletters, advertorials or MarketPoint presentation (see page 2).

Contacts

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Reader´s structure

- Car Fleet managers — 23%
- Others — 8%
- Public service institutions — 10%
- Entrepreneurs and Self-employed persons — 15%
- Top management — 5%
- Senior management — 7%
- Facility and office managers — 10%
- Purchasing managers — 22%

Source: Internet survey TrendFLEET by iFLEET.cz

iFLEET.cz

MarketPoint

MarketPoint application is devoted to the fleet suppliers who wish to set up a company presentation on the website and use it for communication with the registered users. Thus they can send offers to the users, exchange electronic mail and insert special offers which appear on the home page. MarketPoint is a unique communication tool between fleet suppliers and fleet operators.

MarketPoint presentation

Annual flat fee	115 EUR

General terms for on-line advertising

Other conditions for advertising are subject to General Conditions of Media Services of Konverso, s.r.o. in current version published on the company Internet site www.konverso.eu

MEDIADATA 2019

Banner advertising on www.iFLEET.cz – formats and prices

Banner	Position	Dimension [px]	Price non-exclusive	Price exclusive
Leaderboard (1)	Letterhead position	970 x 200	577 EUR	1,558 EUR
Skyscraper (2)	Vertical on the right	120 x 600	500 EUR	1,350 EUR
Beneath articles (3)	Beneath all articles	630 x 135	385 EUR	1,038 EUR
Right column (4)	Above the video on the right	230 x 100	192 EUR	519 EUR
Advertising background	Background of the website	1997 x 1550	-	2,308 EUR

Prices for calendar month or 30 consecutive days

Advertising options in electronic newsletters

Advertising option	Format (px)	Position	Price for 1 NL
Banner	630 x 135	Without optional position	192 EUR
Banner	630 x 135	With optional position	269 EUR
Banner + PR article	630 x 135	With optional position	577 EUR

No VAT on orders within EU

Technical conditions for web advertising

Flash banners:
Banners must have link definition in ActionScript as follows:

```
on (release) {
    if (_root.clickthru == undefined &&
_root.clickTag) {
        _root.clickthru = _root.clickTag;
    }
    if (_root.clickthru == undefined &&
_root.clickTAG) {
        _root.clickthru = _root.clickTAG;
    }
    if ( _root.clickTarget == undefined) {
        _root.clickTarget = '_top';
    }
    getURL(_root.clickthru, _root.clickTarget);
}
```

The banner must have a firmly set background (colour, picture…) to appear correctly in the transparent mode.

Banner cannot be too demanding for the computer output (complicated interactive animations…).

Banners:
File format:
gif, animated gif, jpg, swf
Banner cannot be visually aggressive/disturbing

Data volume limits:
1 150 kB, **2** 100 kB, **3** 100 kB, **4** 75 kB

Advertising background:
- jpg format
- background flows around the web contents – there must be a free space in the middle of the image in the breadth of 980 px.
We recommend to place a key message maximum 200 px from the blank space edge (web contents).
Data volume limit: 400 kB