

## ABOUT US

MotaClarity is a UK-based specialist disability motoring website that aims to be the first place people with a disability and carers go to when they need to search for information, advice and products related to disabled motoring.

## ADVERTISING OPTIONS

### HOMEPAGE TAKEOVER & SEARCH

High volume traffic positions served in rotation on the MotaClarity homepage and the bottom of every Motability vehicle search result page (maximum 4 advertisers).

**£750 / Month**

200 - 250k impressions / Month

### VEHICLE BRAND SEARCH

Your adverts will feature at the top of your chosen manufacturer index page, at the top of the subsequent manufacturer search result pages and every vehicle information page for the models and trims of your selected brand(s).

**From £400 / Month**

15 - 50k impressions / Month

### NATIONAL AWARENESS

A premium package that delivers a large presence across the platform on desktop and tablet devices. Create a value-led promotion or targeted tactical offer for a nationwide audience and generate leads for your business.

**£400 / Month**

300k impressions / Month

### GEO TARGETED SEARCH & LOCATION

Your tactical or brand awareness ads are shown to visitors local to your business during their vehicle search journey across multiple brands and model pages in rotation. Plus, at the top of the 'Find A Specialist' result pages.

**£35 / Month**

+ £50 Initial Set Up

2 - 20k impressions / Month

### VEHICLE CATEGORY DEALS PAGES

Your creative will feature at the top of the screen on the chosen Category Deals Pages (e.g. electric cars, automatics, 7+ seaters).

**From £100 / Month**

2 - 12k impressions / Month

### NEWS ARTICLE, SOCIAL MEDIA & NEWSLETTER POST

We can broadcast your promotion via a news article (including links back to your website), the MotaClarity monthly email and through social media.

**From £500**

### NEW WHEELCHAIR ACCESSIBLE VEHICLES (WAVS) NEW FOR 2024

Generate enquiries and traffic to your website from Motability Scheme and private buyers who are searching for a new WAV.

**From £1995 / Year**

