

Offer of advertising and promotions on the e-autonaprawa.pl portal

E-autonaprawa.pl is a portal for car mechanics and the automotive aftermarket industry, which deals with technical and business issues of automotive workshop facilities in the field of servicing, diagnostics and repairs of road vehicles, and also performs integration functions in relation to business entities operating in this industry.

It presents information about technical, market and legal and economic events and news. It contains articles about achievements of automotive technology in the field of vehicle construction, diagnostic methods and repair technologies that are important for workshop practice. It allows you to get acquainted with offers for automotive services and workshops. The portal has been published since 2009 and has a constantly growing range of press and expert publications that are displayed by popular search engines.

Mailings are sent to registered users only twice a month and this is well received by their recipients. The website generates from 32 000 to 40 000 visits per month from unique users who are interested in specialized information related to workshop repairs and automotive aftermarket.

Type of advertising	Description	Price
Baner 750x100 px	The top of the home page and other pages that have space for advertising	3900 PLN
Baner 300x250 px	The right part of the home page and other pages that have space for advertising. Easily visible on the mobile version	3500 PLN
Baner 300x100 px	The right part of the home page and other pages that have space for advertising. Easily visible on the mobile version	1800 PLN
Baner 468x60 px	It appears in the center of the home page between articles	1200 PLN
Banner in the newsletter 750x100 px	Advertisement with a link in the mailing to the full, updated subscriber database	1200 PLN
Banner in the newsletter 750x200 px	Advertisement with a link in the mailing to the full, updated subscriber database	1800 PLN
Sponsored article	Publication of text with graphics	od 1800 PLN
Premium sponsored article	Publication of text with graphics , placing in the newsletter, linking to the indicated page	od 2800 PLN

Billing unit: banners - monthly use or other terms agreed. Sponsored articles visible on the home page for a standard period of 14 days or as otherwise agreed. The banner can be animated or static. Weight: from 35 to 150 kB. Format: JPEG, GIF, SWF

The screenshot shows the website layout with several advertising opportunities highlighted by orange arrows and labels:

- 750 x 100 px:** A large VARTA banner at the top of the page.
- 300 x 250 px:** A banner for TECHNICAL ACADEMY on the right side of the page.
- 468 x 60 px:** An ASMET banner located below the main article.
- 300 x 100 px:** A partsfinder banner at the bottom right of the page.