

Lotus Central is the number 1 independent Lotus website, a position that was achieved within the first month of its launch at the end of December.

By the 1st June 2009 and just five months after it's launch Lotus Central has been visited by over 33,000 Lotus Enthusiasts from well over 100 different countries.

The site has produced 30 full length Lotus features and well over 100 news items during those five months. No other website or publication gives so much information about all things Lotus or brings in Enthusiasts with such a diverse interest. Owners of historic Lotus cars visit along side those of the more modern Elise.

Lotus Central is promoted each day, via national magazines, Lotus forums and club magazines not forgetting the large number of referrals. As each week goes by more and more enthusiasts learn about Lotus Central and come back to visit on a regular basis.

Some stats from Google Analytics

(covering the 1st five months since launch up to 1/6/09)

- Unique visitors to Lotus Central: 33,000+
- Pages viewed: 310,000+
- Visitors have come from 118 different countries

Top 5 Visitors by country:

1. United Kingdom
2. France
3. United States of America
4. Netherlands
5. Belgium

To date visitors have been referred from over 300 different websites:

The top 10 referrers include SELOC,

Lotus on Track, LotusTalk.com, Scottish Elises, Club Lotus France, Exiges.com and Esprit Forum.

We remain confident that at least two-thirds of all visitors will come from the whole Lotus community and not just one club or forum.

Payment Charges & Contract Terms:

Months	Size
3 months	£300
12 months	£1000

Terms are a minimum 3 month booking paid in advance.

Lotus Central will take on a maximum of 30 advertisers in 2009. This guarantees a minimum of a 1 in 10 display across the 3 different banner positions. We however expect there to be 20 advertisers or less so an even greater level of exposure is expected in 2009.

Prices next to be reviewed October 2009 - new rates effective 01/01/2010

Current Advertisers will always be given first refusal to renew.

At the end of the campaign you will receive a detailed report showing when the breakdown of your ads and the click-throughs your site received from the banner.

Banner Design

Original design and artwork: £45.00
Additional size/theme variant: £10.00

What to do next:

If you would like to discuss placing your adverts on the number one independent Lotus website please contact paul@lotus-central.com

Banner Dimensions & Specifications



Position	Size
1	468 x 60 pixels
2	120 x 175 pixels
3	120 x 400 pixels

- Each advertiser may supply all 3 formats as each will be used equally.
- The banner used in position 2 must be a single frame static banner, no rotating and no flash.
- Acceptable formats are jpg, gif (animated) files.
- Flash banners may be supplied but no stats can be provided if they are used.
- You may change your banner artwork at any time