

CAP Media Pack



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Our brand stands for credibility – We are known and trusted for the quality and influence of our insight so we can offer a brand partnership with our advertisers that build prestige and recognition with our influential audience.

CAP products are circulated to a wide ranging audience from [Franchised](#) and [Independent Dealers](#), [Finance Companies](#), [Auction Houses](#), [Fleet Management](#), [Insurance Brokers](#) and [Accident Management Companies](#).

We have various advertising opportunities within all CAP Products with all opportunities subject to availability.

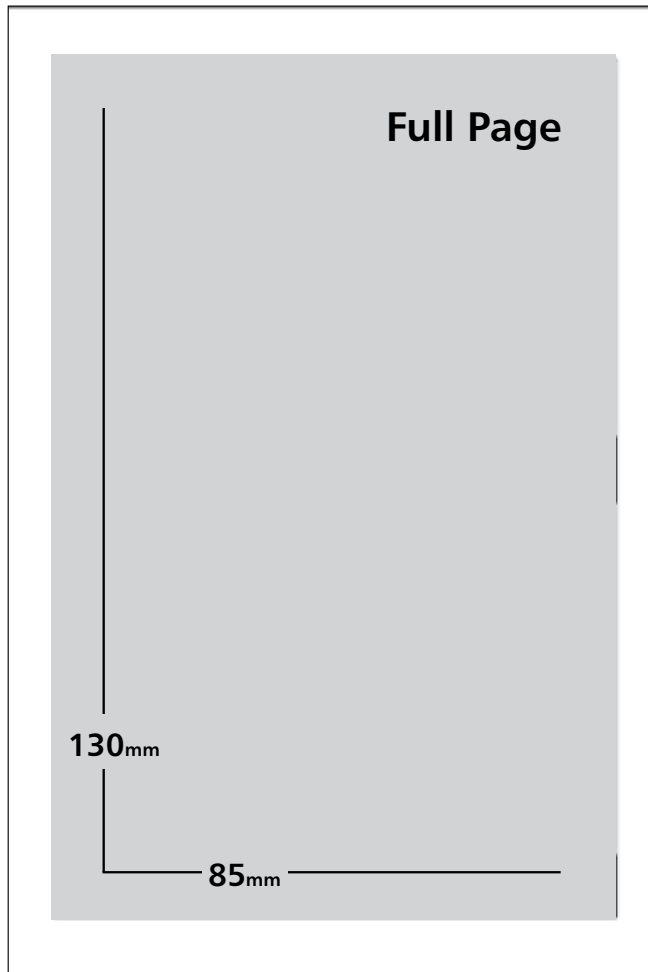
[Mono Book Adverts](#)

[Covers & Inserts](#)

[Online](#)

[Windows](#)

Mono Book Adverts



BMW

CAP ID	Ins Group	Intro Date	Cost New	Year/Plate (Add Cost)	Mile 000's	CAP Clean	Avg	Below Avg	CAP Retail
Z4 ROADSTER Cont. (2003-2005)									
32530		2006	55		30	12000	14300	10200	20200
					30	14300			20200

1/4 Page

30mm

85mm

5 SERIES SALOON (1996-2003)									
528i Adr (1991 cc) 215 (g/km)									
11499	14E	Mar 96	23945	2000 Y	40	12700	13200	12800	21200
				-1500 X	40	11200			21200
528i Adr Auto (1991 cc) 237 (g/km)									
11500	14E	Mar 96	25145	2000 Y	40	12600	13100	12700	20700
				-1500 X	40	11100			20700
528i SE Adr (1991 cc) 215 (g/km)									
11501	14E	Mar 96	25545	2000 Y	40	12700	13200	12800	21200
				-1500 X	40	11200			21200
528i SE Adr Auto (1991 cc) 237 (g/km)									
11502	14E	Mar 96	26745	2000 Y	40	12700	13200	12800	21200
				-1500 X	40	11200			21200
528i Adr (2171 cc) 215-216 (g/km)									
19311	15	Sep 00	22710	2000 W	40	12700	13200	12800	21200
				-1225 X	40	11475			21200
			22710	2001 X	40	12700	13200	12800	21200
				-1500 X	40	11200			21200
			22090	2002 X	40	12700	13200	12800	21200
				-1500 X	40	11200			21200
			22090	2003 X	40	12700	13200	12800	21200
				-1500 X	40	11200			21200
			22090	2004 X	40	12700	13200	12800	21200
				-1500 X	40	11200			21200
528i SE Adr (2171 cc) 215-216 (g/km)									
19313	15	Sep 00	24230	2000 X	40	12800	13300	12900	21700
				-1500 X	40	11300			21700
			24230	2001 X	40	12800	13300	12900	21700
				-1500 X	40	11300			21700
			24500	2002 X	40	12800	13300	12900	21700
				-1500 X	40	11300			21700

JUNE 2006 Can't see the vehicle you are looking for? Go to www.nationcaranywhere.co.uk 155

FORD

CAP ID	Ins Group	Intro Date	Cost New	Year/Plate (Add Cost)	Mile 000's	CAP Clean	Avg	Below Avg	CAP Retail
MONDEO DIESEL HATCHBACK (1996-2000)									
1.8i LX TD 5dr [AC] (1753 cc) 166 (g/km)									
13157	0	Feb 97	15295	2000 Y	60	8900	9200	8700	15100
				-100 X	60	8800			15100
1.8i GLX TD 5dr [AC] (1753 cc) 166 (g/km)									
13158	0	Feb 97	16295	2000 Y	60	8900	9200	8700	15100
				-100 X	60	8800			15100
1.8i Ghia TD 5dr [AC] (1753 cc) 166 (g/km)									
13159	0	Feb 97	17295	2000 Y	60	9000	9300	8800	15200
				-100 X	60	8900			15200
1.8i Ghia X TD 5dr (1753 cc) 179 (g/km)									
12544	0	Sep 96	19295	2000 Y	60	10200	10500	10000	16200
				-100 X	60	9200			16200
MONDEO DIESEL SALOON (1996-2000)									
1.8i LX TD 4dr [AC] (1753 cc) 166 (g/km)									
13149	0	Feb 97	15295	2000 Y	60	8900	9200	8700	15100
				-100 X	60	8800			15100
1.8i GLX TD 4dr [AC] (1753 cc) 166 (g/km)									
13150	0	Feb 97	16295	2000 Y	60	8900	9200	8700	15100
				-100 X	60	8800			15100

1/2 Page

130mm

85mm

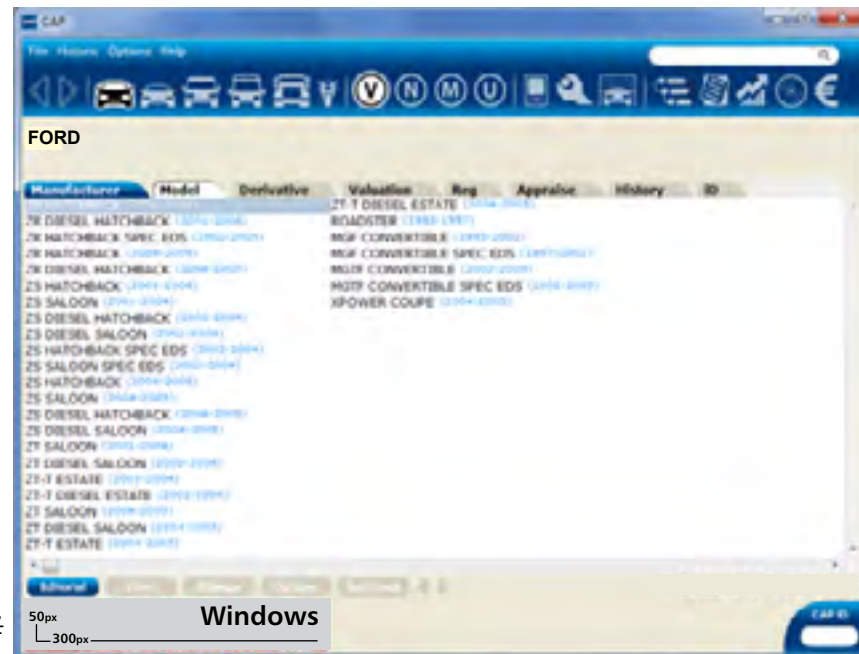
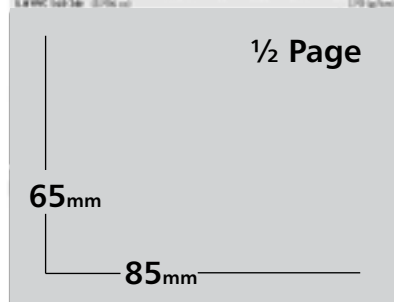
JUNE 2006 Can't see the vehicle you are looking for? Go to www.nationcaranywhere.co.uk 332

Solo Advertising Package

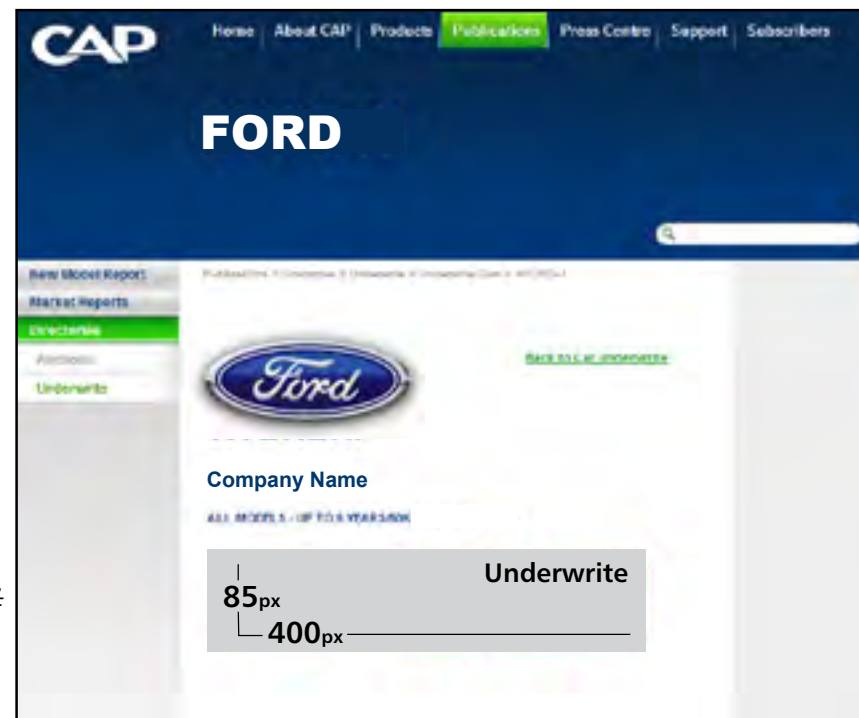
Includes:

- 1x 1/2 page Book Advert
- 1x Listing in the Cash Buyers Directory
- 1x Windows Web Banner - Under Manufacturer
- 1x Online Underwrite Directory Banner

FORD											
CAP ID	Reg	Info	Col	Year/Plate	Reg	CAP	Reg	Below	CAP	Reg	Info
FORD HATCHBACK COM.											
21423	D	1496	9000	2009 J	1496	11000	11000	11000	11000	11000	11000
FORD HATCHBACK COM.											
21424	D	1496	9000	2009 J	1496	11000	11000	11000	11000	11000	11000
FORD HATCHBACK COM.											
21425	D	1496	9000	2009 J	1496	11000	11000	11000	11000	11000	11000
FORD HATCHBACK COM.											
21426	D	1496	9000	2009 J	1496	11000	11000	11000	11000	11000	11000
FORD HATCHBACK COM.											
21427	D	1496	9000	2009 J	1496	11000	11000	11000	11000	11000	11000



1 #



2 #

CASH BUYERS DIRECTORY	
LHD	Tel: 01256 461173 Fax: 01256 811541 Whorley Rd, Basingstoke Any LHD anywhere - call Peter Rutherford
MOTORHOMES	Tel: 01207 272777 National Underwrite, Nationwide Collection
VANS	Tel: 01689 872700 Quality Vans at realistic price www.vanbuyer.co.uk Vans purchased 0001 - 01/00
ALL MAKES	Buyers of Audi, BMW, Mercedes, 4x4, Prestige Sports & MPVs Best price paid, physical cars only

Cash Buyers listing
55 characters inc. spaces
within the Trade directory of the Black book

Advert Sizes

- 1# Windows 300 pixels x 50 pixels 72 dpi (save as bmp file, RGB)
- 2# Underwrite 400 pixels x 85 pixels 72 dpi

Cover Adverts

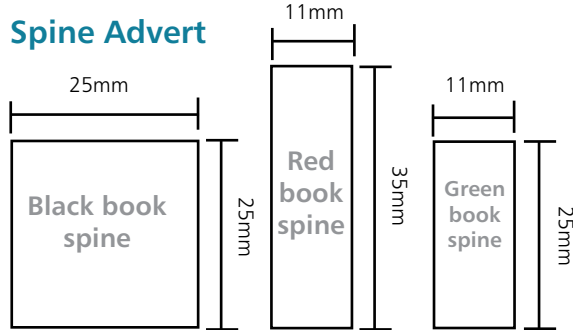
Advertising on the front cover and spine adverts will maximise your companies profile within the motor Industry. CAP Books are used by a variety of Trade only professionals.

The sizes of the spine adverts do vary so please see measurement below

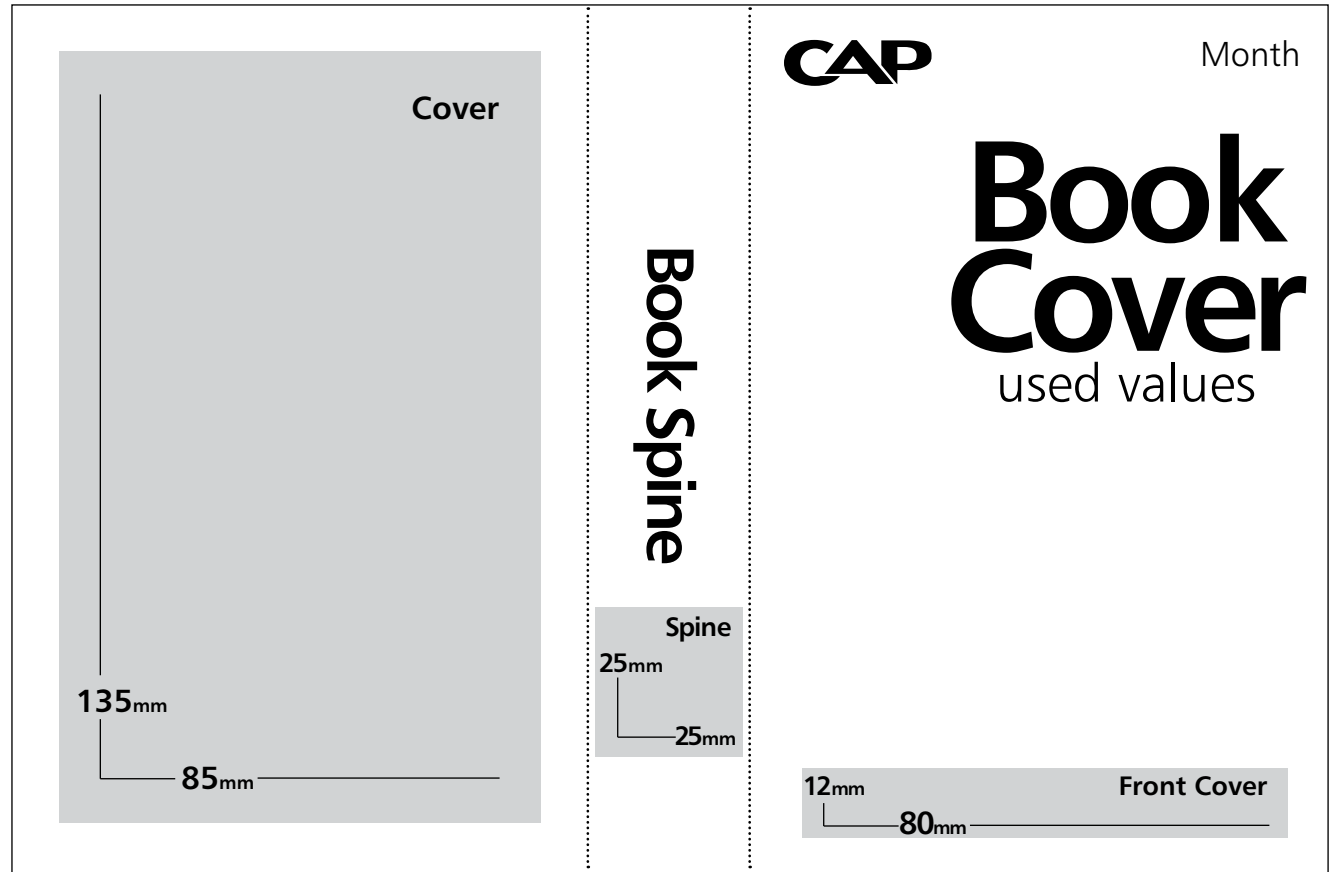
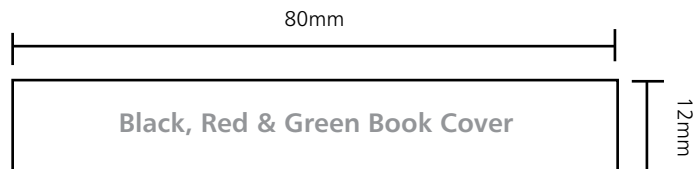
Full page Cover Adverts:

- Inside front
- Inside back
- Outside back

Spine Advert

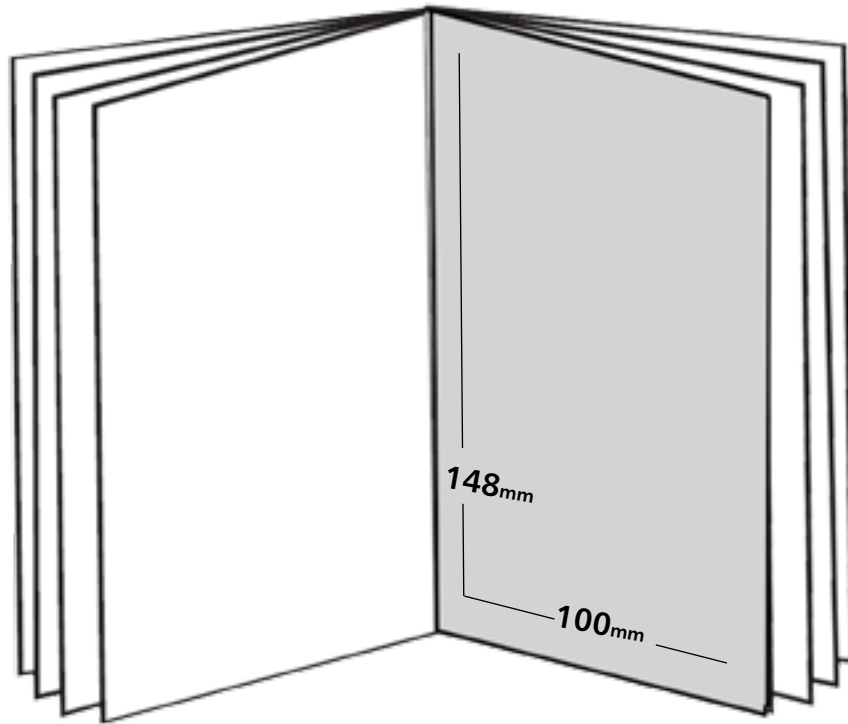


Front Cover Advert



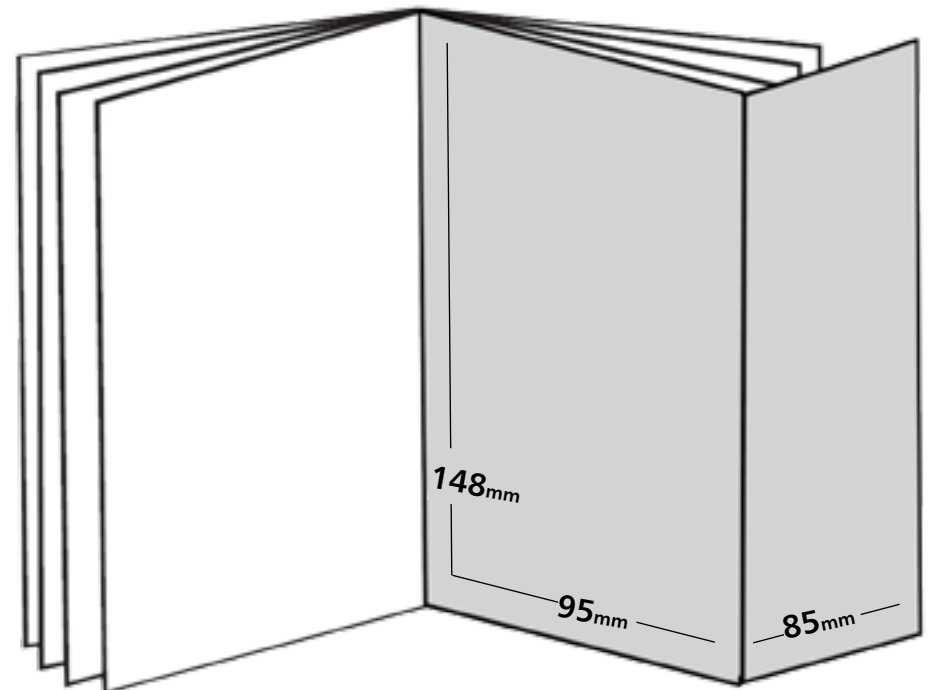
Inserts

Available in Cars, Commercial and Bike Products.



Inserts, single or double sided

Full colour inserts stand out in all the black and white printed publications giving your campaign the visual impact you require. We offer you the chance to use both or just one side of the insert.



Folded Inserts

Folded Inserts are larger and most book product users use them as a book mark.

Lose Inserts

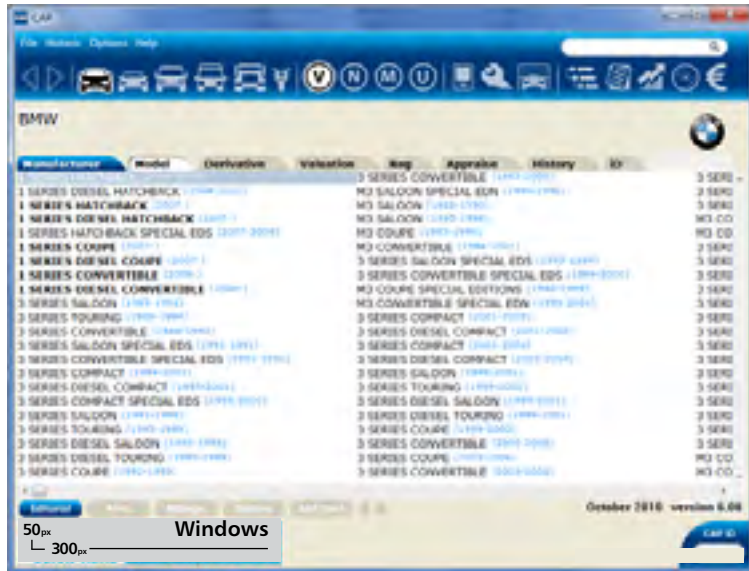
Full colour inserts placed randomly in the product or for an additional charge within a specific manufacturer.

NOTE Lose inserts are slightly smaller than bound measuring 90mm x 145mm

Window banner advert

Generic - Rotates with all banner adverts whilst the product is running.

Targeted - In a specific manufacture, target the audience you want.



Banner 300 pixels x 50 pixels 72 dpi (save as bmp file, RGB)

Online Window Editorials

Monthly editorials are available to all subscribers on the subscriber login area on CAPs website and through the Window products.

Advertising on the Web

We have various areas on the website and online products and pages.

Google landing page - [Click here](#)

Valuation Anywhere - [Click here to view demo](#)

Web banner

500px

125px



Online Underwrite - [Click here](#)

The Underwrite Directory is an online listing with a static advert that will click through to either a website or email address.

The screenshot shows the CAP website's 'Underwrite' page for Hyundai. The header includes the CAP logo and navigation links: Home, About CAP, Products, Publications, Press Centre, Support, and Subscribers. The main heading is 'HYUNDAI'. Below this, there's a search bar and a navigation menu with options like 'New Model Report', 'Market Reports', 'Directories', 'Auctions', and 'Underwrite'. The 'Underwrite' section features the Hyundai logo, the text 'Company Name', and 'ALL MODELS - UP TO 6 YEARS/10K'. A large grey button labeled 'Underwrite' is highlighted with a callout box showing dimensions of 85px height and 400px width. At the bottom, there's a contact form for advertising opportunities.

Online Auctions - [Click here](#)

The online Auction Directory page is an alphabetic listing with a link to your web page or email address.

The screenshot shows the CAP website's 'Auctions' directory page. The header includes the CAP logo and navigation links: Home, About CAP, Products, Publications, Press Centre, Support, and Subscribers. The main heading is 'Auctions'. Below this, there's a search bar and a navigation menu with options like 'New Model Report', 'Market Reports', 'Directories', 'Auctions', and 'Underwrite'. The 'Auctions' section features a list of auction entries. Each entry includes a company logo placeholder, the text 'Company Name', and 'Your content here - Auctions every Mon at 11am - Wed at 1pm - Fri at 11am Tel no: 0800 1234 123 123 www.yourwebaddress.co.uk'.