

GMTRUCKCLUB.COM

2008-2009 Vendor Sponsor Information

# We let our vendors speak for us!

“ From the first day our ad appeared we had a very big jump in our web views and that has continued to present. ”

"When Ultimate Truck Gear Ltd. looked to begin promoting a new product on the web we looked at many forums and although many were very good, GMTruckClub.com stood out from the others.

The staff and moderators were very prompt to address our needs as advertisers and made things happen very quickly and professionally while maintaining a very friendly and accommodating atmosphere.

From the first day our ad appeared we had a very big jump in our web views and that has continued to present. I would recommend GMTruckClub.com to anyone looking at an affordable media to advertise their products. Steve will go out of his way to help you out."

**Petar Todorovic**  
Ultimate Truck Gear Ltd.

<http://www.ultimatetruckgear.com>



## October 2008 Advertising Facts:

Nearly 300 clicks in the first month.

Cost per Click = 34 cents !!!

Members started asking questions about the company in the Vendor Marketplace, giving valuable exposure and more “free” clicks.

# We've got a big GM Forum

## Focus on GM “trucks”.

We focus our attention on GM trucks, SUVs, crossovers and vans, and we're good at it! Other sites are planned and will be networked together.

## Strong automobile enthusiasts core audience.

Typical member/visitor:

- ❑ 18-54, male, college or trade-educated
- ❑ Strong vehicle, parts and services consumer core.
- ❑ Consumers that love to spending money on restoring/modifying their vehicles.

## High traffic, specific targets.

We estimate over five million pageviews for 2008 from over 600,000 visitors. These visitors are looking for Chevy, GMC or other GM truck information.



The screenshot displays the GMTruckClub.com website. At the top, the logo reads "GMTruckClub.com" with the tagline "Chevy & GMC Truck, SUV, Crossover and Van forums" and a small image of a truck. A navigation menu includes links for HOME, FORUMS, USER CP, ARCADE, MARKETPLACE, HELP, SEARCH, and TODAY'S POSTS. A search bar is located on the right. Below the navigation, a banner advertisement for "DISCOUNT TONNEAU COVERS!" is visible, along with a "Member Panel" section showing a welcome message for "Steve" and a "Logout" button. The main content area features a "User CP" sidebar with a profile picture, a "Welcome to the GM Truck Club" message, and a large image of a red Chevrolet pickup truck.

# Yes, we get a lot of traffic.

## Google examples as of February 29, 2008

- ❑ Chevy Silverado Forums - #1 listing
- ❑ Chevy Suburban Forums - #1 listing
- ❑ Chevy Equinox Forums - #1 listing
- ❑ Chevy Colorado Forums - #1 listing
- ❑ Chevy Tahoe Forums - #3 listing
- ❑ Chevy Suburban - #3 - 9 listing

We get a lot of traffic straight from Google for all sorts of product and service searches.

We are VERY highly ranked in Google and all Search Engines.

Give it a try, you'll find us with these terms and more.

# Vendor Sponsorship Options

**Let us help you get your message out**

- Promote your company and products
- Boost website traffic and rankings
- Earn instant credibility

# Vendor Forum Posts - FREE

A unique opportunity.

Post Advertising and product information for free with any ad package.

- **Post messages inside the Vendor Forum in the Marketplace – FREE!**
- **Forum Post Benefits**
  - **Human and Search Engine exposure.**

Create messages with targeted keywords to deliver maximum value at a low cost. Google treats your content like it's ours and you will get a Search Engine boost.
  - **Interact with GM enthusiasts.**

Talk about product information, press releases, discounts and more. Post dozens of messages and include your website URL. GM enthusiasts will find you.
  - **Create buzz, start a contest, show (and earn) testimonials.**

The more excitement you can deliver the better. We will work with you on contests, giveaways and product reviews written by members to deliver the feeling of trusted testimonials.
  - **High trust factor.**

This type of marketing can be extremely influential. It works like a radio-show that talks about products on-air, the audience has a high trust factor already.

# Contests and Giveaway – FREE

- ❑ Come up with an idea of something to give away, a product, service or credit.
- ❑ We'll make a contest us to give you exposure and we get more site activity.
- ❑ It's a win-win situation.
- ❑ **\$Free** – just the cost of your products/services
- ❑ Contest must be unique to GMTC

# Top Header Banner - \$99/month

## Below navigation rotating banner (468 x 60)

- ❑ Top of the page. Just below the navigation.
- ❑ Rotating banner, high visibility.
- ❑ Reserved now for 10 banners to share all traffic.
- ❑ Average banner gets 200-300 clicks on 40,000-50,000 impressions each month.

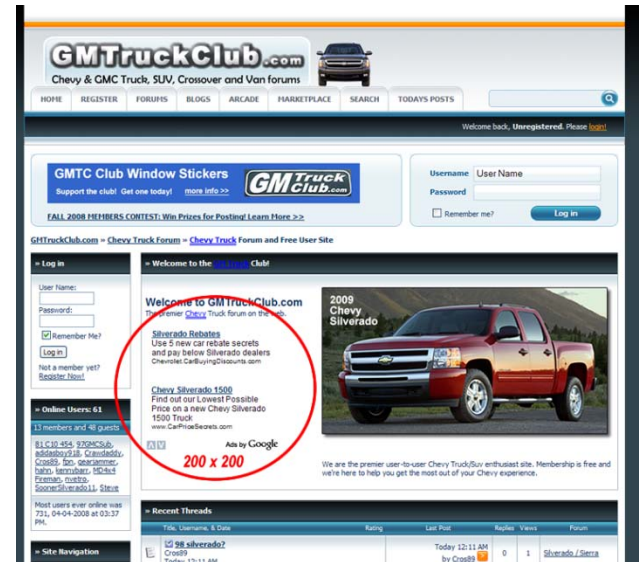
The screenshot shows the GMTruckClub.com website interface. At the top, there is a navigation bar with links for HOME, REGISTER, FORUMS, BLOGS, ARCADE, MARKETPLACE, SEARCH, and TODAYS POSTS. Below the navigation is a search bar and a user login section with fields for Username and Password, and a 'Log in' button. A rotating banner is highlighted with a red oval, featuring the text 'Top Header 468x60' and 'ULTIMATE TRUCK GEAR ROCKER POD' with images of a truck and a trailer. Below the banner is a 'Log in' section with a list of online users. The main content area includes a 'Welcome to GMTruckClub.com' message, a '2009 Chevy Silverado' advertisement, and a 'Recent Threads' table.

Thread	Reply	Last Post	Replies	Views	Forum
Adventure 1 bad Saturday... thep		Today 01:15 PM by M14042136	2	30	The Coffee Shop
		Today 01:02 AM			

# Landing Page Center Ad - \$50/month

## Landing page center (currently 200 x 200)

- ❑ On the front of over 15 landing pages.
- ❑ Rotating banner, high visibility.



The screenshot shows the GM Truck Club website interface. At the top, there's a navigation bar with links like HOME, REGISTER, FORUMS, BLOGS, ARCADE, MARKETPLACE, SEARCH, and TODAY'S POSTS. Below this is a login section with fields for Username and Password, and a 'Log in' button. A prominent advertisement is displayed in the center, featuring a red 2009 Chevy Silverado truck. The ad text reads: 'Silverado Rebates Use 5 new car rebate secrets and pass before Silverado dealers Chevrolet CarBuyingDiscounts.com Chevy Silverado 1500 Find out our Lowest Possible Price on a new Chevy Silverado 1500 Truck www.CarPriceSecrets.com'. The ad is circled in red, and the dimensions '200 x 200' are written in red below it. To the right of the truck image, there's a small text block: 'We are the premier user-to-user Chevy Truck/SUV enthusiast site. Membership is free and we're here to help you get the most out of your Chevy experience.' Below the ad, there's a 'Recent Threads' section with a table showing forum activity.

# Footer Banner Ad - \$60/mo

## Above footer banner (728 x 90) Leaderboard

- Bottom of page rotating position.
- Readers usually finish reading threads and end looking at this position.

The screenshot displays a forum thread list with a red box highlighting a 728x90 leaderboard advertisement. The ad features a Hummer truck and the text: "The all-new 2009 GM. The most versatile HUMMER ever." Below the ad, the forum footer contains copyright information and navigation links.

Thread Title	Author	Date	Replies
GM suspends big truck orders because of American Axle strike - AutoWeek	Steve	05-07-2008 03:01 PM	98
GM releases details on upcoming 4.5L Duramax turbo-diesel V8 - Autoblog	Steve	05-07-2008 02:09 PM	149
From Clinton River Watershed Council, GM Mentors Local Kids Learn ... - Press Media W	Steve	05-07-2008 03:01 AM	94
81TD 2008: Team Hummer sweeps Production Classes at Terrell's 's 250 - marathornally.c	Steve	05-06-2008 03:00 PM	109
GM Parts Supplier Set To Close Shreveport Plant In June - KSA-TV	Steve	05-06-2008 03:00 PM	146

Showing threads 1 to 26 of 181

Sorted By: Last Post Time | Sort Order: Descending | From The: Beginning

Leaderboard 728x90

The all-new 2009 GM. The most versatile HUMMER ever.

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vBulletin Skin by Complete99

Contact Us - GMTruckClub.com - Archive - Top

# New Member Email Sponsor - \$30/mo

- ❑ Bottom-line of registration email and user PM
- ❑ “Sponsored by your site.”
- ❑ Average between 600 and 750 new members per month.
- ❑ Cost average of \$0.05 per new member for 600 members.
- ❑ Only one sponsorship per month.

***This site sponsored by  
ACME Truck Parts.***

# Payment Options & Other Stuff

- **Automated Payments**

- We can take payments directly on the website
- Just use PayPal, all you need is a credit card or a PayPal Account.

- **Discounts**

- 10% discount for 6 month prepayment
- 25% discount for 12 months prepayment

- **We'll take a check too**

Invoice remittance by check is also acceptable, please contact us.

- **Weekly Status**

We'll email you a weekly status with clicks and impressions.

# Contact Us

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- ❑ Contact Steve Bluhm at [gmtruckclub@gmail.com](mailto:gmtruckclub@gmail.com) for more information.
- ❑ Or click the “Contact Us” link on the bottom of [GMTruckClub.com](http://GMTruckClub.com)
- ❑ All information herein may be changed at any time without notice.