

advertisement sizes and technical specifications • prices

Please note that all prices quoted below will be subject to VAT at the rate prevailing at the time the advert is booked.

\*Non-member prices are 20% higher than the members prices listed below.

## BVRLA News

Advertisement	Type Area (height x width, mm)	Trim Size (height x width, mm)	Bleed Area (height x width, mm)	Price (BVRLA members)*
Double page spread (DPS)	277 x 400	297 x 420	303 x 426	£900
Full page	277 x 190	297 x 210	303 x 216	£700
Half double page spread (Half DPS)	130 x 404	–	–	£750
Half page (landscape)	130 x 192	–	–	£400
Quarter page (portrait)	130 x 94	–	–	£250
Quarter page (strip)	65 x 192	–	–	£250

Artwork must be supplied as a high-resolution, press-ready PDF – as can be created using the standard presets within Adobe InDesign. Fonts must be embedded. Artwork must be CMYK colour and 300dpi at actual size. DPS and half DPS adverts must be supplied as two separate PDFs, one for each page.

## BVRLA Website

Advertisement	Size (height x width, pixels)	Price (per page, Jan-Dec)
Banner (premium pages* <sup>2</sup> )	90 x 728 or 180 x 150	£1300
Banner (other pages)	728 x 90 or 180 x 150	£1000

Artwork for website adverts must be supplied as a JPG or GIF file with an image resolution of 72 dots per inch (dpi). Email artwork must be supplied as a JPG.

\*<sup>2</sup>Premium pages are the most-visited pages on the BVRLA website and are of limited availability. They include:

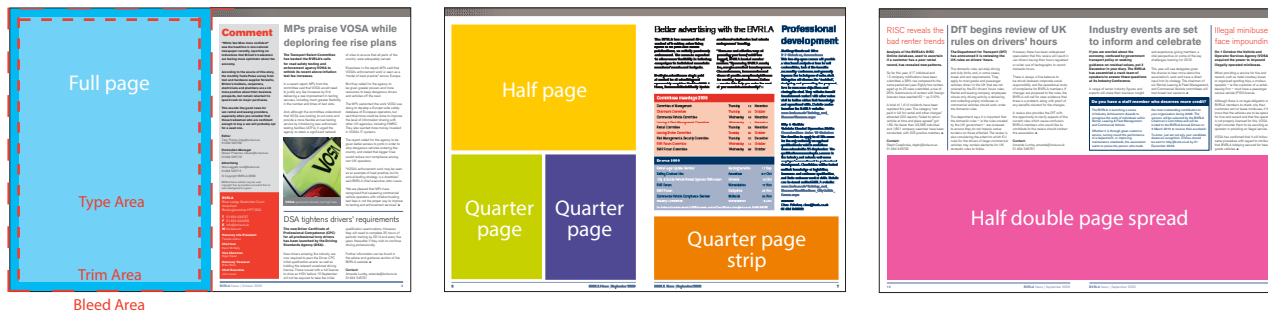
- [BVRLA Homepage](#)
- [Fair Wear and Tear Guides](#)
- [Returning Your Leased Vehicle](#)
- [Setting Up a Rental Company](#)
- [Using the BVRLA's Conciliation Service](#)

## Weekly Update

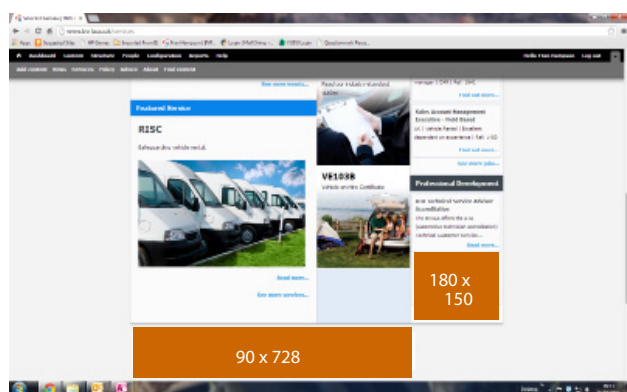
Advertisement	Size (height x width, pixels)	Price (per email)
Banner	65 x 520	£300
Skyscraper	600 x 120	£300

Please direct all queries and requests to book advertising space to Tamsin Stuczynska, Marketing and Communications Executive: [tamsin@bvrla.co.uk](mailto:tamsin@bvrla.co.uk), 01494 545707

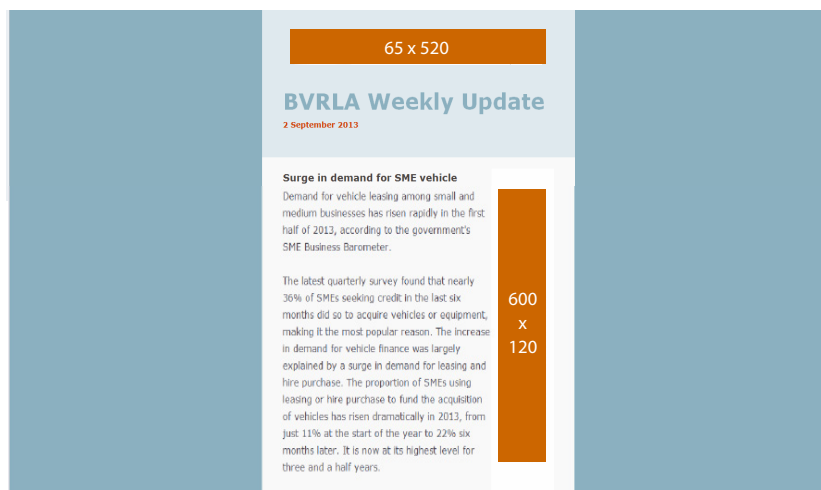
## BVRLA News - example



## BVRLA Website - example



## Weekly Update - example





The British Vehicle Rental and Leasing Association represents around 900 companies that provide short and long-term hire of cars, vans and trucks. Its members have huge buying power, spending around £20 billion a year on vehicles and ancillary services, including repairs and maintenance, insurance, remarketing, data services, IT and telematics.

Since 1967, the association has been a trusted source of information and advice for this industry, and it now communicates with its members on more issues and through more channels than ever before. You too can reach these key decision-makers, while aligning your brand with that of the BVRLA.

Whether you want to put your message in front of all our members or just a select group, we can help you do it – via the web, email or in print.



## BVRLA News

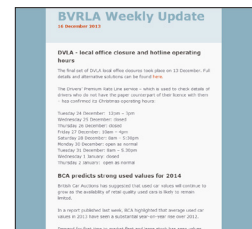
Delivered in digital format, *BVRLA News* is published bi-monthly throughout the year and sent to over 4,500 subscribers from across our membership.

It tells readers what their trade association has been up to and how legislation is likely to affect them. As well as analysing key trends, it provides advice and guidance on a host of issues facing the industry – from repairs, maintenance and vehicle remarketing to insurance, accounting and the latest technology.

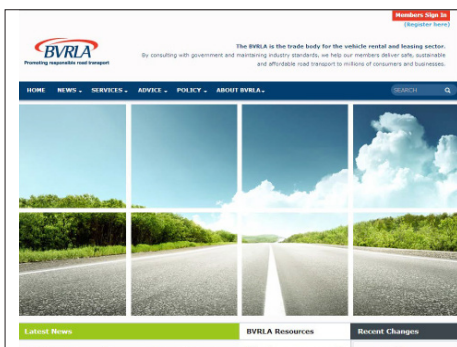
## Weekly Update

The BVRLA's Weekly Update email keeps members up-to-date with the latest legal, regulatory, business and association news, arriving in more than 4,500 inboxes every Monday.

In today's deadline-driven business world its instant, bite-sized format is the perfect way for members to catch up on what they need to know.



## BVRLA Website



The BVRLA launched a dynamic new website in 2013, which uses a news-led format to give users quick and convenient access to advice and information about the association and the vehicle rental and leasing industry.

The site takes advantage of some of the latest web trends and technology to keep members informed of the BVRLA's latest industry guidance, events and services, as well as developments in its campaigning and consulting with government. Employees will be able to register for their own individual login that will give them access to a range of factsheets, publications and events.

Our members seem to like it – 85% say they read it regularly. (SOURCE: 2016 MEMBER SURVEY). Visit [www.bvrla.co.uk](http://www.bvrla.co.uk) - and have a look for yourself.

The BVRLA organises a diverse range of events for key decision-makers in the vehicle rental and leasing industry. From updates on market news and legal developments at our forums, seminars and conferences, to socialising at our Golf Day and Annual Dinner; our members are active and accessible throughout the year.

- **50th Anniversary Events** - 26 June, 27 June, 29 June, 11 July

Hosted by the BVRLA's Chief Executive, Gerry Keaney, these regional-based events are an excellent opportunity to celebrate the work of the BVRLA and to network with members.

- **Technical and Operational Management Forum** - 02 February, 08 June, 02 November

This forum covers the operational aspects of a rental and leasing company's business, including vehicle ordering, purchasing, specification, licencing and recalls.

- **Residual Value and Remarketing Forum** - 08 February, 13 June, 15 November

This forum embraces the many aspects of determining residual value risk, including pre-procurement, best practice in vehicle collection and vehicle resale.

- **Asset Management and Risk Control Forum** - 18 April, 12 October

Designed for credit, risk, claim management and underwriting professionals in BVRLA membership, this forum provides an opportunity to discuss and learn from recent scams and listen to regulatory advice for fraud in the vehicle rental sector.

- **Leasing Broker Forum** - 18 October

- **Conferences**

Delegates from across the sector meet their peers to discuss key industry issues and participate in break-out sessions on topics of most concern to them.

- **Fleet Technology Congress** - 05 July

The Fleet Technology Congress will explore the latest developments in connectivity and autonomous technology. Speakers will discuss which technology will help vehicle rental and leasing companies offer smarter, safer and more efficient road transport.

- **Industry Conference** - 30 November

The BVRLA's annual Industry Conference provides an ideal opportunity for members to hear about and debate the critical factors likely to affect the vehicle rental and leasing sector in the year ahead.

- **Social**

Providing the opportunity for peers to meet in a relaxed, social environment.

- **Annual Dinner** - 02 March

Sponsorship of this event can raise brand awareness, help you to gain access to previously difficult to reach customers and enhance your corporate image by association with the biggest event in the vehicle rental and leasing industry's calendar. Your branding will appear on all the event's promotional materials and during the evening itself, giving you exposure to more than 900 decision-makers from across the sector.

- **Broker 200 Karting Race** - 25 May

This is a fantastic opportunity to meet up with peers and other business contacts in a good hearted competition and raise those much needed funds for our industry charity, BEN.

- **Golf Day** - 06 September

Open to all members of the BVRLA, the event is a wonderful opportunity for networking, with corporate hospitality and friendly rivalry.

For event sponsorship opportunities, contact Nora Leggett, Director of Member Services:  
[nora@bvrla.co.uk](mailto:nora@bvrla.co.uk), 01494 545713