



tlca.org

Media Kit

About

tlca.org is the web site of the Toyota Land Cruiser Association (TLCA) which is a 4 wheel drive organization open to all **Toyota 4 wheel drive vehicles**, including all models of Land Cruisers, 4-Runners, and 4x4 trucks. Over the past 25 years, the Toyota Land Cruiser Association has grown from a handful of people to a vibrant organization of more than 4,000 members world-wide who champion the history and tradition of the Land Cruiser and other Toyota 4WD vehicles. The Toyota Land Cruiser Association is family-oriented, promotes responsible off-highway travel, and advocates environmentally conscious multiple use of public lands.

Available ad spaces

Advertisers will receive ad statistics via email once a month unless requested otherwise. Ads are sold on a "per impression" basis and price is listed as CPM, or cost per thousand impressions.

Banner Ad Units:

1. Top Ad - Top of page, above the fold
(728x90) 100,000 to 500,000 impressions \$0.75 CPM
2. Standard Banner Ad - bottom of the page
(468x60) 100,000 to 500,000 impressions \$0.50 CPM

Expected Results

tlca.org represents a unified group of Toyota 4-Wheel Drive enthusiasts and will be successful in promoting a wide range of products. The new **tlca.org** has been a long time coming, and is highly anticipated throughout web-world. Initial traffic is likely to be quite high, and initial purchasers of **tlca.org** web banners are likely to get an exceptional value for the dollar. As features like online classified ads, web forums and Toyota Trails magazine archives become fully developed, we expect a steady increase in traffic volume to the website from existing as well as prospective members.

Contact Information

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