

## Sell your truck on line with the experts

### truck specialists

The team behind trucklocator on line have specialised in marketing new and used trucks on behalf of dealers for over a decade.

All too often new business start ups think they have the answer to advertising your vehicles for sale. They come, they go. Focus Business Media has been producing weekly truck magazines focusing 100% on selling new and used trucks since 1996.

### internet experience

Since 2001 the company has operated www.trucklocator.co.uk purely as an additional benefit for advertisers in Trucklocator Weekly magazine. With the total redevelopment of the

is ready to be seen by thousands of buyers. You can even send us a data feed of your vehicles and pictures. This could be from another website or as simple as a spreadsheet of your stock.

### clear statistics

No need to wait for reports covering how many people have viewed your vehicles - each vehicle in your control panel will show how many times it has been studied and how many times the 'enquiry' button has been clicked.

### stand out

We understand that it is difficult to stand out in certain internet websites, however with trucklocator.co.uk you are able to

#### hottrucks

View a selection of used trucks for sale as recommended by trucklocator, or search all of our trucks for sale

	2004 DAF LF 35-220 DAF LF 35-220 For Sale, 3800kg GVW (weight).		2004 DAF LF 45-150 7.49 tn. GVW DAF LF 45-150 7.49 tn. GVW For Sale, 7490kg GVW (weight).
	2003 Volvo FH 12.460 Tractor Unit 38.00 tn. G.C.W. Volvo FH 12.460 Tractor Unit 38.00 tn. G.C.W. For Sale, 3800kg GVW (weight).		0 DAF Unknown DAF Unknown For Sale, 7490kg GVW (weight).
	2003 Iveco CARGO HL179/180C235 17.00/18.00 tn. Iveco CARGO HL179/180C235 17.00/18.00 tn. For Sale, 1800kg GVW (weight).		1999 Scania A90M Unknown Scania A90M Unknown For Sale, 3200kg GVW (weight).
	2004 Iveco CARGO 75E175 7.49 tn. GVW Iveco CARGO 75E175 7.49 tn. GVW For Sale, 7490kg GVW (weight).		1999 MAN 8.163F 7.49 tn. GVW MAN 8.163F 7.49 tn. GVW For Sale, 7490kg GVW (weight).
	2002 MAN 8.163 MAN 8.163 For Sale, 7490kg GVW (weight).		2002 MAN LE 220 MAN LE 220 For Sale, 3800kg GVW (weight).

All used trucks for sale >>

#### featuredtruck

##### 2005 Mercedes-Benz 1843 AXOR For Sale

High roof long distance cab Mercedes warranty until 10/04/08 superb first to see will buy. ...



vehicleweight 38000kg

View more details about this truck >>

The screenshot shows the trucklocator website homepage. At the top, there's a navigation bar with links like Home, Buy A Truck, Sell Your Truck, etc. Below that is a search bar with 'quicksearch' and 'dealersearch' options. The main content area is titled 'hottrucks' and lists several trucks for sale with their specifications and prices. There's also a 'featuredtruck' section highlighting a 2002 MAN 8.155 For Sale. The interface is clean and professional, designed for easy navigation and information gathering.

site by industry professionals any truck dealer can now advertise on the new-look website, whether or not they advertise in the magazines.

### You're in control

You can change your company details, logo and, best of all add or change the details of all of your trucks through your own personal control panel. It couldn't be easier to upload up to four photos per vehicle, simply enter the details of your truck, select the file you want and the truck

upgrade some or all of your vehicles to feature on the 'hot trucks' section of the website. These trucks 'rotate' making sure that the content is always fresh. There is a maximum of 400 trucks on this list at any time.

For real impact, a series of your vehicles could standalone on the homepage as the featured truck. There is only one spot available on the home page. This space can be purchased on a daily basis for up to three trucks to be displayed.

This advertisement highlights the various services offered by trucklocator. It lists the cost per month for different numbers of trucks (1-5, 6-10, 11-25, 26-100, 101+). It also details the cost for a 'hot truck' listing (+15%), a featured truck (£25/day), and a pagetop banner (£350 per month). The ad is designed to be eye-catching and informative, providing clear pricing for potential advertisers.

This advertisement promotes Trucklocator magazine. It features a stack of magazines with the Trucklocator logo and a picture of a truck. The tagline is 'keeping more used trucks on the move!'. Below the image, there's contact information for Focus Business Media Limited, including their address in Peterborough and their phone and email details.