

The response to the routeone Trader 102 initiative, to help operators sell their vehicles, has been outstanding. Here, Trader 102 Executive Amanda Smith answers the top ten frequently asked questions...

A prize fighter!

Trader 102 is an innovative, but straightforward proposition, available to all operators. For just £102 (plus VAT) a year (including the current introductory offer of a £17 discount), you can have up to 102 boxed adverts for vehicles in the highly-popular 'Trader' section of routeone. This gives a weekly entitlement of two standard, or one large boxed advertisement (two 4cm x 1 column, or one 8cm x 1 column).

Plus, you also get 50% off all advertising in routeone's recruitment section, two editions of the routeone Contacts Directory (published Spring and Autumn) and the massive – and unique – CDC Yearbook, which has comprehensive details of UK attractions, town and cities, including maps.

Trader 102 is available to all UK operators, plus those in the Republic of Ireland (who pay a £49 contribution towards postage). In all, it's an unbeatable package!

■ Can I have colour in my ad?

Yes. All Trader 102 ads are mono, but you can upgrade to colour. We simply deduct the value of a mono 4cm x 1 column box (£40.32 + VAT) from the price of a normal colour box (£50.52 + VAT) and you pay the difference (£10.20 + VAT). The same principle applies to the 8cm x 1 column box.

■ Can I have a picture ad?

Again, the answer is "yes", by upgrading the Trader 102 box. Our picture boxes start from 5cm x 1 column (to allow enough space for the picture and words), and in this case the difference to upgrade would only be £22.83 + VAT.

■ I've decided I want a bigger ad, what now?

Your entitlement is two 4cm x 1 column boxes a week, so we deduct their value from the price of the advertisement you want (for example a quarter page) and you only pay the difference. The ad must still be to sell vehicles, but you can have any size you want.

■ Is membership of the Coach Drivers Club (CDC) included?

Although Trader 102 members are

sent a copy of the CDC yearbook, (an A4-sized, 388-page book listing details of attractions, towns/cities with coach parking maps, ferries, airports and other useful information for drivers), membership of the CDC is not included. CDC membership costs £45 a year and offers a separate range of fantastic benefits (including free legal help and personal accident insurance). Go to www.cdc-coachmonthly.co.uk for details.

■ I don't sell many vehicles, is it really worth joining?

Surprisingly, even if you only sell one vehicle a year, it is worthwhile. Generally if you want to get the best price for your vehicle, you would normally advertise it for three consecutive weeks. You only need to use Trader 102 for three weeks to get your money's worth – and don't forget you are entitled to two boxes (4cm x 1 column) every single week. On top of this you get our Contacts directories (worth £80), and the CDC Yearbook (another £40), plus 50% discount on all recruitment advertising.

■ What if I want to sell some workshop equipment?

In that case, you need to take normal advertising in the Marketplace section of routeone. Trader 102 is only for selling vehicles, so 'vehicle wanted' ads are also not part of the deal.

■ Can you phone me every week for my ad details?

While we'd love to, there simply aren't enough hours in the working day, especially with the large number of operators who have now signed up! The onus is on operators to tell us each week as they decide to use their advertisement boxes. You can either call me (Amanda Smith on 01733 405740), e-mail, Amanda.smith@route-one.net or fax 01733 405745.

For faxing, we can send you a copy instruction sheet (that you can keep and photocopy) to fax each week, ensuring your ad is correct.

Remember the final deadline for Trader 102 is 1500hrs every Monday. Ads received after then



will go in the following week's issue.

■ Where will my Trader 102 ad appear?

In the Trader classified section, under the appropriate vehicle heading (e.g. Mercedes, Plaxton, Volvo, etc). If you're advertising a number of different makes in one box, then it will appear in the 'non-classed' section at the end of Trader. To qualify for a large box, you need to be advertising a number of vehicles, you can't simply request larger type – don't forget this is classified advertising and it works similarly to lineage.

■ How do I join?

It's very easy, call Amanda Smith (01733 405740) with your operator licence (or Section 19/22 Permit Number) and have a debit or credit card to hand and we'll sort it all out over the phone. Then you'll get a welcome letter, a VAT receipt, and, as they are published, copies of Contacts and the CDC Yearbook. The yearbook is published in January, and Contacts every six months. The next edition (Spring) is at the printers today, so you'll get it very soon!

■ Okay, I'm convinced, what's the catch?

There's no catch at all. We won't bombard you with SPAM or junk mail, nor will we pester you for advertising. routeone is the magazine for all operators and is here to help you. We know what's involved selling vehicles – so we created Trader 102 just to make your life a little easier! You have the benefit of a fixed cost for your advertising - £102 - which will cover all your classified vehicle advertising needs for 12 months, so it's one less thing to have to worry about!

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