

Digital Advertising Opportunities

online | mobile | email | multi-platform



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Audience

- National Speed Sport News garners an exclusive place in the market. Its readers are passionate race fans, builders, motorsports professionals, and the racers themselves.
- the website enjoys 30-50,000 unique visits per month, generating 150-500,000 pageviews and over 1 million hits during the racing season
- 5000 passionate Facebook followers and growing daily.
- 20,000+ email newsletter subscribers



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Opportunities - Banner Ads

- Traditional web banners
- Targeted placements available (category, geographical region, etc.)
- Road Blocks
- Takeover (Road Block + Site Wrap)



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Opportunities - Banner Ads

- Traditional web banners **SKYSCRAPER (120 X 600)**
- Targeted placements available (category, geographical region, etc.)
- Road Blocks
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Opportunities - Banner Ads

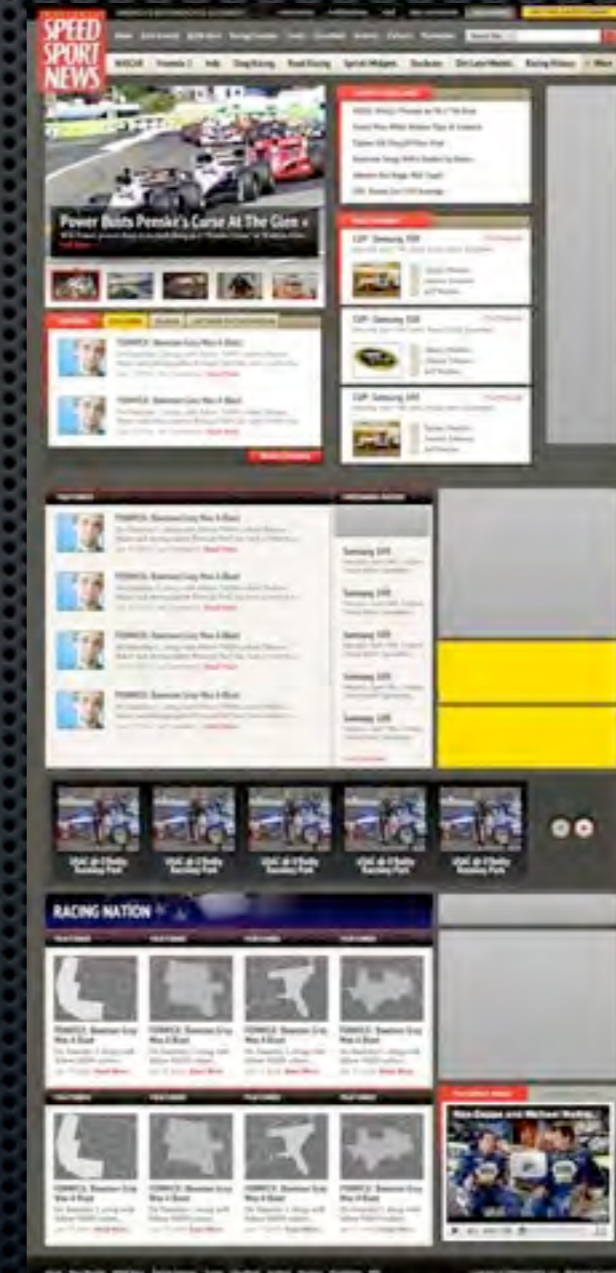
- Traditional web banners **MEDIUM RECTANGLE (300 X 250)**
- Targeted placements available (category, geographical region, etc.)
- Road Blocks
- Takeover (Road Block + Site Wrap)



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Opportunities - Banner Ads

- Traditional web banners **HALF RECTANGLE (300 X 125)**
- Targeted placements available (category, geographical region, etc.)
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Opportunities - Banner Ads

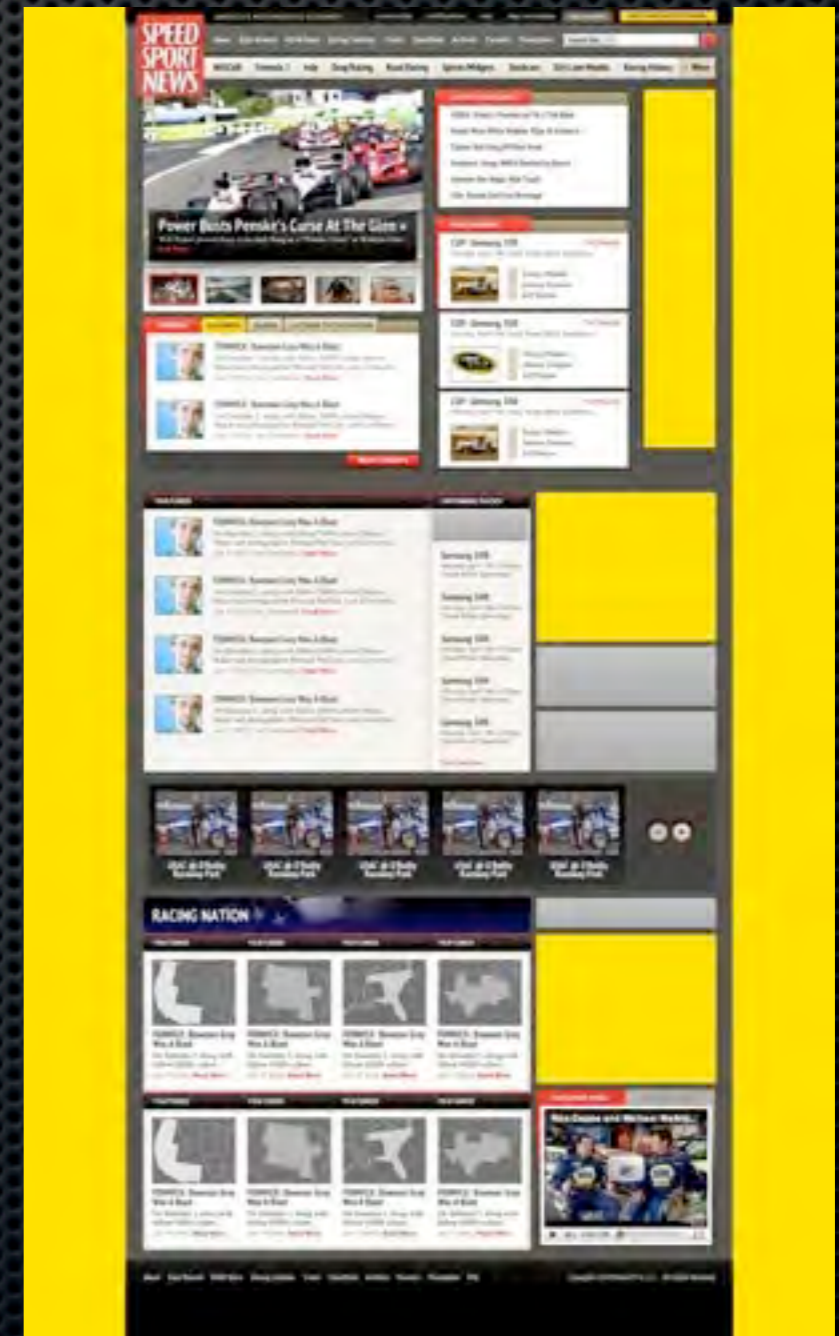
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Opportunities - Sponsorships

Sponsorship opportunities differ from traditional banner campaigns in that they align your brand and message with key sections of the website for the maximum impact. The most effective campaigns include consistent elements between both the paper and the web.

Premier Sponsorship Opportunities for 2011:

- **Race Rewind**
Results and standings are provided for all the major series - a top destination for newspaper or website readers!
- **Racing Calendar**
Race fans plan their weekends with the NSSN racing calendar. Whether watching on TV or heading out to the track, the comprehensive racing calendar is a must-have resource for serious fans and a great way to get maximum exposure for your brand!
- **Weekly Polls**
Polls are an excellent way to engage fans and keep them coming back to the site, and your brand, on a consistent basis.
- **Section Sponsorships**
Align your brand and message with one of our major content categories or site sections.
- **Photo and Video Galleries**
National Speed Sport News online will be a leader in presenting compelling photo and video galleries, with timely race galleries as well as unparalleled historic images updated every day. Race fans flock to galleries for a regular visual treat.
- **NSSN Community**
Our readers are engaged, passionate and informed. They are also opinionated! Our new NSSN Community creates a platform for them to connect, sound off, and share their stories. If you want to connect with race fans on a personal level, this is the place to be.



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Opportunities - Sponsorships

Race Rewind

Historically, race results are the #1 destination on motorsports websites. Hardcore fans love their data! Whether it's to see how their favorite driver stacked up, or to research their picks for the following week's fantasy racing game, results and standings tables are a must-have resource - and an ideal place to showcase your brand.

Elements:

- permanent in-line banner in results tables (index and Race Rewind archives)
- top medium rectangle on results index
- available for all major series
- 4-week minimum placement

Metrics:

- pageviews
- banner impressions (verified)

call for pricing and availability



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Opportunities - Sponsorships

Racing Calendar

When is the next race? Where is it? What's on TV this weekend? The NSSN Race Calendar is a comprehensive at-a-glance resource to help fans stay on top of events and broadcasts.

Elements:

- homepage “upcoming events” branding
- branding on “printer friendly” views
- skyscraper ad on all calendars and event pages
- inline banner on TV schedule

Metrics:

- pageviews via Google Analytics

call for pricing and availability



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Opportunities - Sponsorships

Weekly Polls

Polls are a great tool for engaging our readers with your product or service. Typical campaigns include a consistent theme that aligns with a brand or campaign, coupled to a weekly updated question. Results are posted in **National Speed Sport News** while users visit the site to vote.

Elements:

- weekly question and results block in *National Speed Sport News*
- customized poll module with branded “skin” on website
- new question each week
- link to sponsor site (or url of your choosing)
- optional “splash” page with accompanying banner campaign
- 4-week minimum placement

Metrics:

- pageviews (via Google Analytics)
- poll activity (votes, results, sharing, etc.)

call for pricing and availability



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Opportunities - Sponsorships

Section Sponsorships

Zero in on your target audience by focusing your message around specific racing categories or site sections.

Elements:

- section header branding
- top medium rectangle (throughout section)
- available for all major series
- 4 week minimum placement

Metrics:

- pageviews via Google Analytics
- impressions via third party audit

call for pricing and availability



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Opportunities - Sponsorships

Photo and Video Galleries

Race fans love photos - and typically as much as 50% of their time on site is spent browsing photos. Coupled to an extensive network of at-track photojournalists, *National Speed Sport News* has an unparalleled racing history archive to provide a rich, compelling visual experience.

Elements:

- homepage sponsor attribution
- top medium rectangle on gallery pages
- gallery module attribution on internal pages
- 4-week minimum placement

Metrics:

- pageviews via Google Analytics

call for pricing and availability



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Opportunities - Sponsorships

NSSN Community

Our readers are engaged, passionate and informed. They are also opinionated! Our new NSSN Community creates a platform for them to connect, sound off, and share their stories. If you want to connect with race fans on a personal level, this is the place to be. Create a custom branded group within the NSSN community.

Elements:

- priority banners throughout NSSN community pages
- sponsored alerts and direct messaging
- customized sponsor groups
- 4 week minimum placement

Metrics:

- pageviews via Google Analytics

call for pricing and availability



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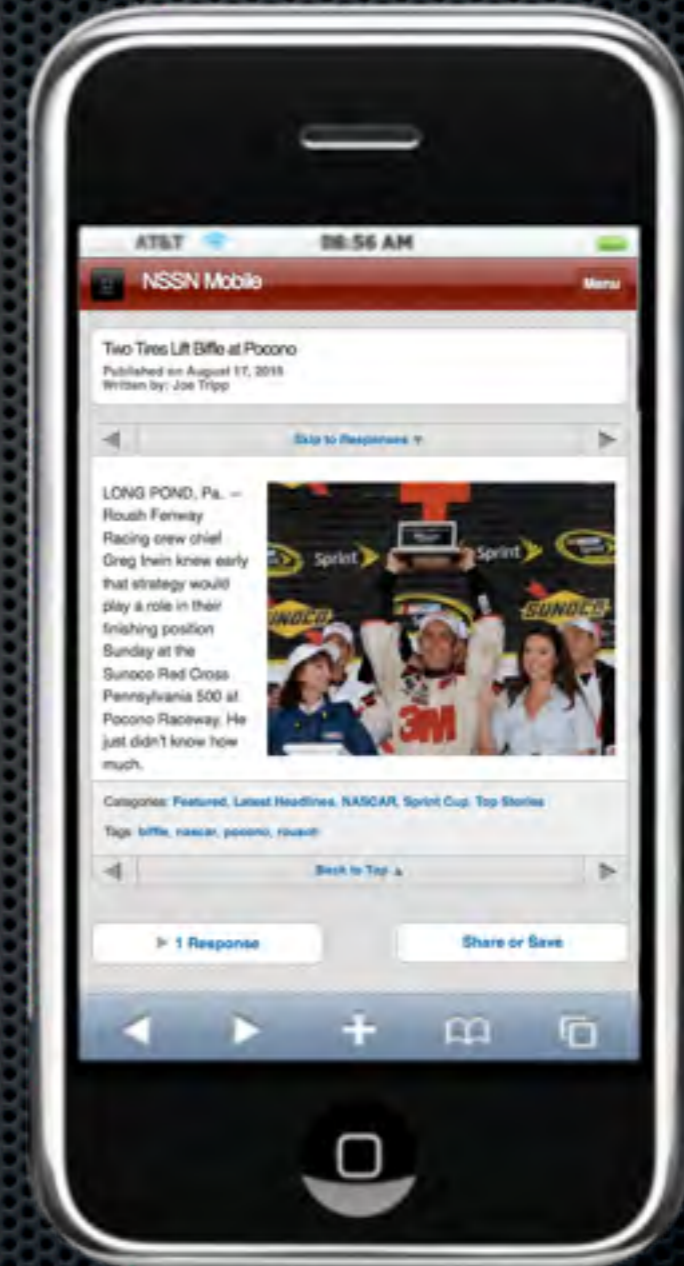
Opportunities - Mobile

Race fans are increasingly using mobile devices to keep up with the latest headlines and results. Just look in the stands at any Saturday night event, and you'll see as many folks texting, talking, or browsing the web as watching the race! NISSN Mobile delivers authoritative motorsports news and information to this new generation of race fans in an easy to use interface that will also appeal to more, ahem, "seasoned" race fans.

Mobile advertising and sponsorship opportunities include:

- banner ads (banner ad on all key pages of mobile site)
- site sponsorship (splash screen and navigation entitlement plus mentions on web and newspaper promotional materials).

call for pricing and availability



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Opportunities - Email

- Weekly eNewsletter (Thursdays)
- NSSN Daily Briefs
- Breaking News Alerts
- Customized, dedicated Email Blasts



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Rate Card | Banner Advertising

Banners	NSSN Homepage				Targeted Category or Section				ROS
Individual Units	CPM	CPD	CPW	CPMo	CPM	CPD	CPW	CPMo	CPM
120 x 600 skyscraper	\$25	\$50	N/A	N/A	\$20	\$40	\$200	\$800	\$10
300 x 250 med rec (upper)	\$20	\$40	N/A	N/A	\$15	\$30	\$150	\$600	\$10
300 x 250 med rec (lower)	\$10	\$20	\$100	N/A	\$10	\$20	\$100	\$400	\$10
300 x 100 half rec	\$7.50	\$15	\$75	\$300	\$7.50	\$15	\$37.50	\$150	\$5
120 x 90 small rec	\$5	\$10	\$50	\$200	\$5	\$10	\$50	\$200	\$2.50
High Impact Combinations									
Road Block <i>- includes skyscraper plus upper med rectangle trafficked together</i>	\$35	\$70	N/A	N/A	\$25	\$125			N/A
Site Takeover <i>- Road Block plus page wrap, (subject to campaign minimums)</i>	N/A	\$250	\$1,000	\$4,000	N/A	\$200	\$750	\$3,000	N/A

LEGEND:

CPM = cost per thousand | Campaign sold on total number of impressions delivered over a set period of time.

CPD = cost per day | Campaign sold on set placement per 24 hour period of time.

CPW = cost per week | Campaign sold on set placement per 7 day time frame.

CPMo = cost per month | Campaign sold on set placement per 1 month time frame.

NOTES:

Other campaign pricing solutions are available on a case-by-case basis.

Prices subject to change. Advanced targeting (such as geographical areas or demographic segments are available at a slight premium)



Ad Specs | Banner Specifications

Banner Specifications			
Ad Unit Description	Max File Size	Max Animation	File Formats
120 x 600 skyscraper	40k	15 sec	HTML, GIF, JPEG, SWF
300 x 250 med rec (upper)	40k	15 sec	HTML, GIF, JPEG, SWF
300 x 250 med rec (lower)	40k	15 sec	HTML, GIF, JPEG, SWF
300 x 100 half rec	40k	15 sec	HTML, GIF, JPEG, SWF
150 x 100 small rec	30k	15 sec	HTML, GIF, JPEG, SWF
120 x 90 small badge	15k	15 sec	HTML, GIF, JPEG, SWF
Custom Units call for details			

APPROVAL:

National Speed Sport News reserves right to reject any ad creative that does not meet reasonable quality or decency standards.

All Rich Media ads require a minimum of 72 hours advance notice for approval.

National Speed Sport News provides creative services at an additional fee, unless otherwise negotiated, this fee is above and beyond campaign cost.

National Speed Sport News users are the ultimate gauge of acceptability of ad campaigns. If a particular campaign or creative generates a significant amount of negative feedback, we reserve the right to stop any such campaign prior to completion until replacement creative is supplied.



Contact Us

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