

Showcase your company, product or service to devoted racers and actively engaged enthusiasts.



RACING VINTAGE CARS.COM

TM

2024 ADVERTISING RATES

Advertise on:

www.racingvintagecars.com
RacingVintageCars/Facebook
@RacingVintageCars/Instagram



Feature your company's brand, product or service on the pages of www.racingvintagecars.com with exciting images, power-packed information and compelling video -- delivered to a dedicated audience with a core need for what your company produces.

Vintage racers, participants and followers, all of them front and center among the most dedicated true believers in motorsport, comprise a market segment that values and uses quality automotive products and services -- in their racecars, on their tow vehicles, on their work trucks, on their daily driver cars and on their hobby vehicles.



Vintage racers and enthusiasts care about the automotive products they use and pay careful attention every tool, nut, bolt, tire type, lubricant and full range of products and services that they need for the racetrack and for their garages. www.racingvintagecars.com will spotlight your company's offerings, explain their benefits and urge our readers to buy and use your company's products.

About Vintage Racers and Their Lifestyles



- **Over 50% have an annual household income in excess of \$100,000+**
- **Over 40% are in the high-net-worth category, exceeding of \$1-million**
- **An estimated 7%+ are ultra-high net-worth individuals, exceeding \$10-million**
- **Over 92% identify as automotive enthusiasts**
- **Over 90% are commonly asked for car advice from colleagues**
- **Over two-thirds take pleasure drives multiple times a year**
- **Over two-thirds own a premium-segment car as their daily driver**
- **Over two-thirds are considered the automotive expert among peers**
- **Over two-thirds have visited a motorsports advertiser's website**

www.racingvintagecars.com reaches a targeted audience of enthusiasts who think about, talk about and read about vintage racing daily -- often multiple times each day and evening. Over half spend \$5,000-\$20,000+ annually on parts, accessories, maintenance and upgrades for their vintage racecars. An estimated 70% spend \$2,000 to \$8,000 annually on their street car improvements, and/or tow vehicle + work truck modifications. At least 25% spend over \$10,000 per year on activities directly related to vintage racing.

Feature Your Product's Story

The purpose of this feature is to present and educate our audience the effectiveness of your product(s) to our readers' racecars – and in many cases their street cars and trucks – with a superior depth and breadth of coverage. We want to explain and illustrate the value of your product(s) to racers who need them.

Advertorial Benefits and Details:

1. **Feature display** of your product(s) and brand on the **Home Page Marquis*** display of www.racingvintagecars.com
2. **Vertical Banner Ad** of your product(s) and brand on all **Typical Site Pages***.
3. Feature positioning of your product(s) in our home page **"Paddock Update"** editorial section, which will tell the story and impart the core value of your product(s) to racers' competition cars and street vehicles. This will be presented in-depth, visually and with high quality writing.
4. An impactful advertisement on your product(s) on www.racingvintagecars.com for 60 days.
5. Distribution to motorsport audiences beyond www.racingvintagecars.com, through dynamic web-based linking.
6. Permanent long-term accessibility to audiences through the www.racingvintagecars.com archive, which will allow virtually unlimited accessibility to enthusiasts over time – vs a common publication advertisement that briefly appears and is gone after a week or a month.
7. Full freedom for you to use and distribute the advertorial material that we produce on your product(s) to any media outlet, at any time – as you see fit.
8. Cost: A one-time fee of \$950, to produce the in-depth advertorial and advertising on your product(s).

***See page 4 for ad placement.**

We would very much value your participation in the above advertorial program. If you have questions and/or would like more detailed information, please give us a call, text or email at:

Email Jake Grubb, publisher: jake@crossflowcomm.com
Tel/text: **(949) 510.5324**



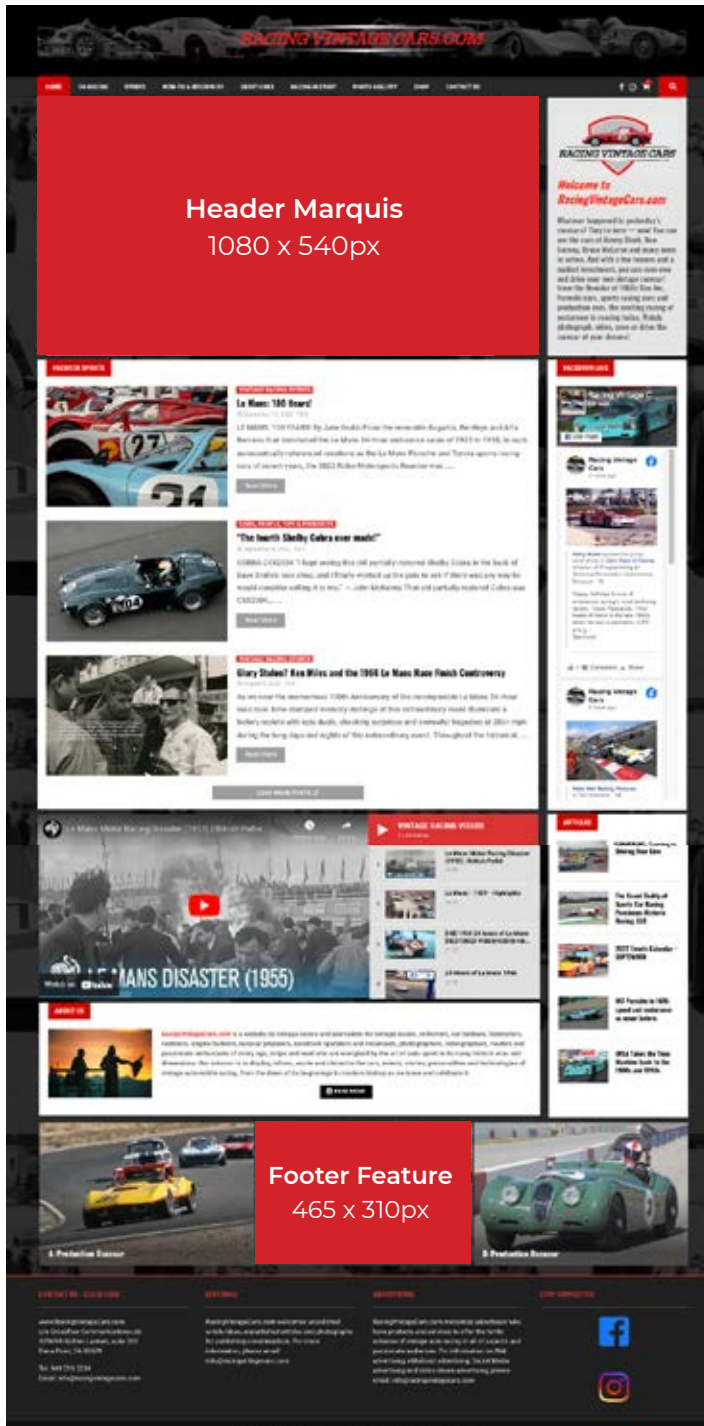
Question 1: why would we make this offer to you?

Answer: because as multi-decade racers and enthusiasts, we have dedicated **www.racingvintagecars.com** to delivering content and product information to the racing community that is high value to our audiences and constituents.



Question 2: if we deem your product(s) as having essential value to our audience, why are we not offering the proposed advertorial for free?

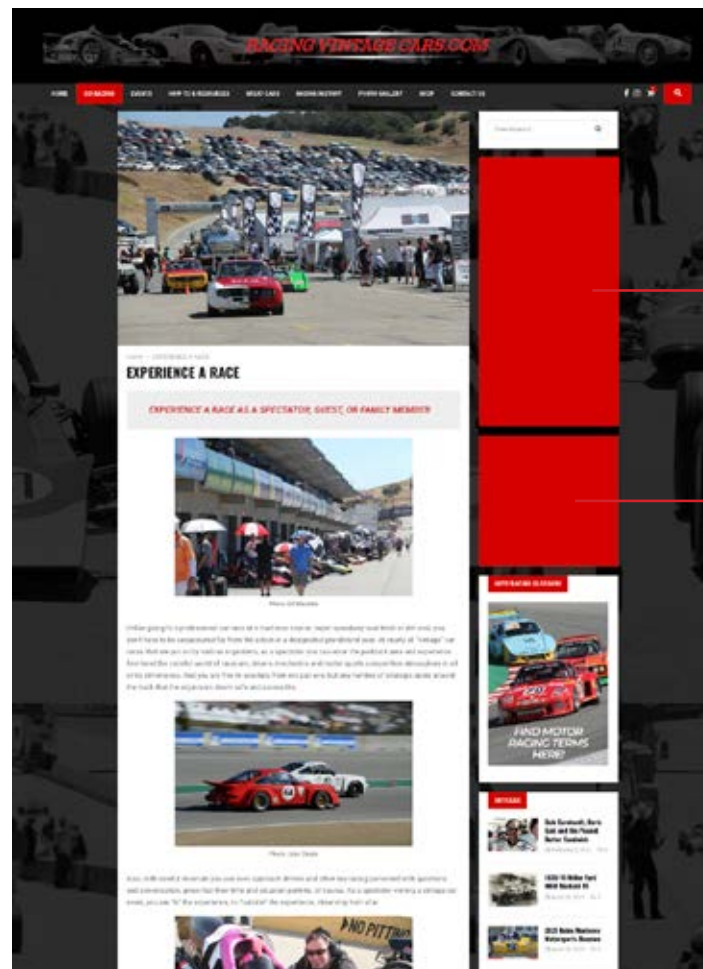
Answer: simple -- we incur significant cost in producing the feature.



Select your advertising placement options on www.racingvintagecars.com

Our editors will help you maximize the visual placement of your ad, and the many ways that it will connect with vintage racing and car collecting audiences.

Home Page



www.racingvintagecars.com Website Rates

Header Marquis, full-size feature-image (revolving repeater)..... \$450 per month
(Based on 3-month commitment)

Header Marquis, full-size feature video (revolving repeater)..... \$600 per month
(Based on 3-month commitment)

Tall Vertical Banner (all pages, right-side vertical)..... \$250 per month
(Based on 3-month commitment)

Footer Feature (single Ad revolving)..... \$175 per month
(Based on 3-month commitment)

Footer feature (3-multiple Ads revolving)..... \$300 per month
(Based on 3-month commitment)

Small Banner (all pages, right-side vertical)..... \$150 per month
(Based on 3-month commitment)

RacingVintageCars / **Facebook**
Facebook weekly feature post (1 month)..... \$150

@RacingVintageCars / **Instagram**
Twice-weekly post (1 month)..... \$150

RacingVintageCars / **Weekly eBlast**
Feature spot-ad (1 month)..... \$175

Note: 1-month FREE on all 6-month advertising commitments

Featured Advertorials on www.racingvintagecars.com
Please inquire: **(949) 510.5324**

Customized VIDEO ads and BRAND STORY advertorials are
available to your company on www.racingvintagecars.com



AD SPECIFICATIONS

Header Marquis
1080 x 540px

Footer Feature
465 x 310px

**Tall Vertical
Banner**
300 x 600px

**Small
Banner**
300 x 300px

Ads must be in .jpg, .gif or .png
.jpg files should be in RGB format only
.gif and .png files should not have a transparency
All ads must not exceed 72 dpi in resolution