NASCAR
2018 POCONO SUMMER RACE WEEKEND
LOCAL AND REGIONAL
SALES & MARKETING
OPPORTUNITIES
NASCAR POLEPOSITION
ROAR! weekly race magazine
PRINT + DIGITAL + CAR SPONSORSHIP + TICKETS + PIT PASSES + HOSPITALITY + TRACK SAMPLING + ACTIVATION

Let's Put NASCAR to Work For Your Business

We want to connect your business with brand-loyal NASCAR fans in your community!

We offer single race marketing programs that are **cost-effective**, **budget-friendly**, **customizable** and **right-sized for any company size**.

Our unique marketing programs include:
Premium Position Print Advertising
Digital Advertising
Race Tickets
Pit Passes
Hospitality
Trackside Sampling*

NASCAR FACT

NASCAR is the No. 1 sport in terms of brand loyalty. Fans are three times as likely as non fans to try and purchase sponsors' products and services.

The NASCAR Pole Position team can build a marketing program that will work for any size company.

* Select markets

Why Should Your Business Consider NASCAR?

SUPER FANS, SUPER SUPPORT
NASCAR has a higher percentage of its total fan base willing to try sponsors' products and services than other sports leagues.

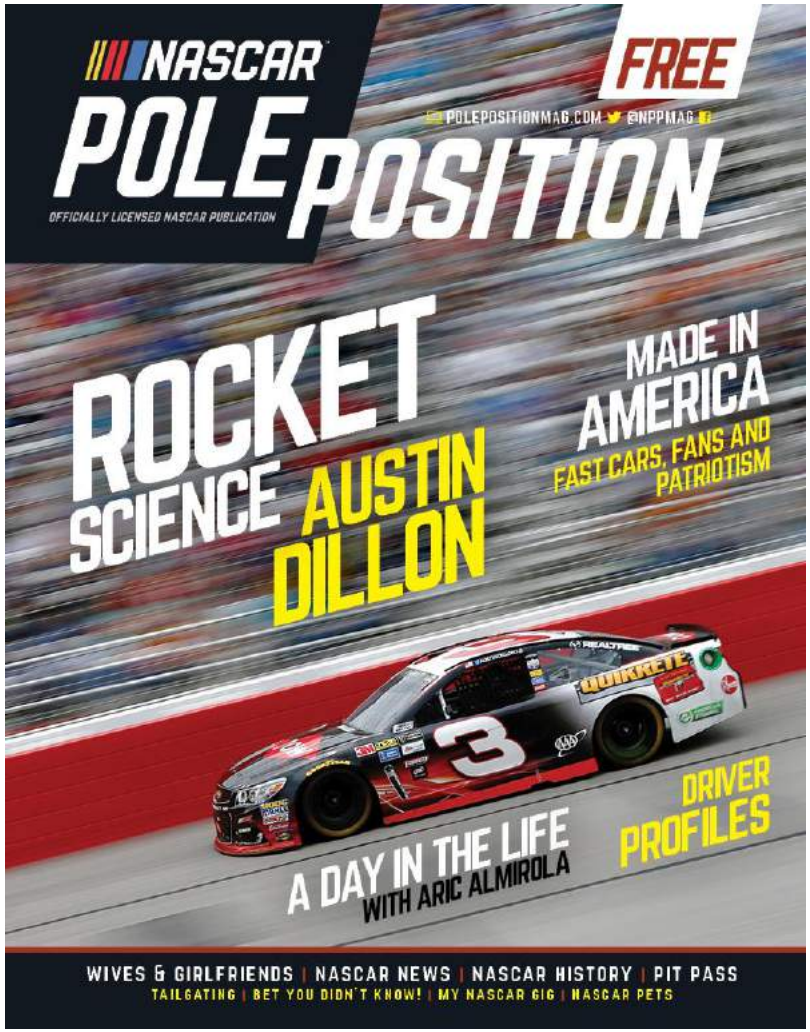
A COST-EFFECTIVE OPPORTUNITY FOR ANY SIZE COMPANY
There are marketing packages for businesses of all sizes. No company is too small to get involved in NASCAR.

PARTNERSHIPS WORK
Working with NASCAR Pole Position enables you to connect your company to the NASCAR brand and its brand-loyal legion of followers.

MARKETING SOLUTIONS
NASCAR Pole Position offers both print and digital opportunities for your company to reach new customers.

UNLOCK A UNIQUE TRACK EXPERIENCE
NASCAR Pole Position can offer your company race tickets and pit passes as well as other hospitality options.

PRINT | NASCAR POLE POSITION MAGAZINE
Print Magazine distributed exclusively in your marketing area



COMPOSITION	Full-color throughout
TRIM SIZE	8 3/8” x 10 7/8”
STOCK	8pt. Gloss Cover; 70# Gloss Text
BINDING	Perfect Bound
COVER	UV Coated
CONTENT & DESIGN	The magazine is packed with the latest driver profiles, NASCAR features, news and information. *NASCAR Pole Position* is not only a must read for both the casual and diehard NASCAR fan, but also a collector’s item that is kept for years to come.
READERSHIP	80,000 exclusively in your marketing area
DISTRIBUTION	Distributed complimentarily at select area retailers starting two weeks prior to the race.

DIGITAL EDITION
View a digital edition of *NASCAR Pole Position*
www.polepositionmag.com/digital

DIGITAL | ROAR! WEEKLY RACE MAGAZINE
NASCAR's only twice-weekly digital magazine

COMPOSITION	Full-color throughout
PAGE COUNT	50 pages
PLATFORM	Desktop, Mobile
DIGITAL REACH	Available twice weekly during the season to 90,000 NASCAR fans
ADVERTISING	Static, video and interactive; single page, and editorial opportunities available
CONTENT & DESIGN	Features the latest news for the upcoming race weekend. ROAR! has become a must-read for the NASCAR fan.
DISTRIBUTION DATE	Distributed on Monday and Friday prior to the race.

ROAR! weekly race magazine

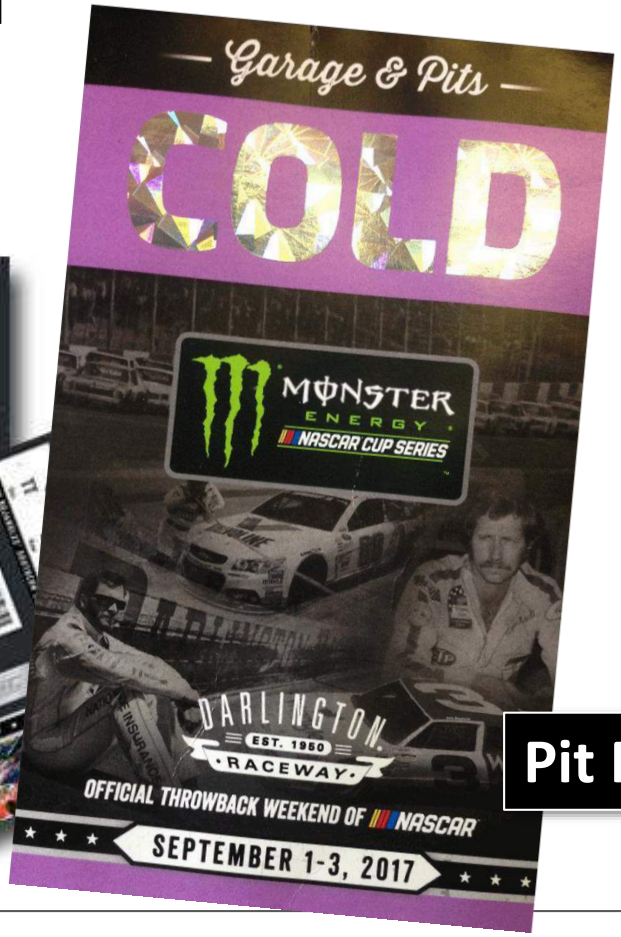
VIEW THE LATEST EDITION OF ROAR!
www.polepositionmag.com/roar-archives/

RACE DAY | Complimentary Tickets & Pit Passes

NASCAR Pole Position offers partners the opportunity to experience the race in a unique way. In addition to tickets, race weekend pit passes allow pass-holders access to the garage area before during race weekend and allow unprecedented access to the drivers.

Race Tickets

Pit Passes



Race Tickets and Pit Passes can be used for:

- Private Use
- Employee Appreciation
- Customer Development
- Contests & Giveaways

TRACK SAMPLING | Placing your product in the hands of the fans

In 2018, more than 50,000 NASCAR Pole Position partner products will be distributed to eager NASCAR fans during Pocono race weekend.

- Thousands of brand-loyal race fans will fuel up with free products before each race at our NASCAR Pole Position Sampling Booth.
- The fans start lining up early outside the booth to receive their own "goody bag" full of products, coupons, and literature from *NASCAR Pole Position* partners.
- This is a great opportunity to get your product, coupons or literature in the hands of avid NASCAR fans at the track.

Learn more at www.polepositionmag.com/sampling/

In 2018, sampling events will take place at the following tracks during Cup Series weekends:

February | Daytona International Speedway
March | Las Vegas Motor Speedway
May | Charlotte Motor Speedway
July | Pocono Raceway
August | Bristol Motor Speedway
October | Dover International Speedway

SCHEDULE | Deadlines & Distribution Details

Pocono Raceway | Race Weekend | July 27-29, 2018

NASCAR Pole Position Magazine

Material Date June 15

Distribution Date July 20

Available at:

Walmart, Wawa, kmart, ShopRite, *+ LOCAL MERCHANTS*

ROAR! Weekly Race Magazine

Material Date July 20

Distribution Date July 23

Available to/at: ROAR! Magazine subscribers, online at www.polepositionmag.com and at any mobile device app store.

Available on the App Store, Google play, amazonkindle

ABOUT US | A.E. Engine Media Marketing

Formed in 2005, A.E. Engine provides publishing, marketing and production services to companies and associations across the country.

Based in Tampa, Florida, A.E. Engine concepts, develops and executes print, digital and event strategies for its partners at the professional, collegiate and scholastic level.

A.E. Engine is longest standing NASCAR publishing licensee and the only publisher to deliver magazine that is distributed season long. *NASCAR Pole Position* is a nationally-distributed magazine distributed in all 23 NASCAR Series race markets, and published 38 times per year.

Other A.E. Engine partners include Celebrity Golf Tournaments, US Youth Soccer and more than 100 Fortune 1000 companies. A.E. Engine also owns and operates a youth sports property -- Friday Night Football (FNF) -- and has a rapidly-growing custom publishing unit.

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A.E. ENGINE CIRCLE OF PREMIUM PLATFORMS

NASCAR POLE POSITION
OFFICIALLY LICENSED NASCAR PUBLICATION

ROAR!

AE ENGINE custom publishing

FRIDAY NIGHT FOOTBALL MAGAZINE

US YOUTH SOCCER FUEL SOCCER

FNF COACHES