



DIGITAL + PRINT + CAR SPONSORSHIP + HOSPITALITY + TRACK SAMPLING AND ACTIVATION

2019 MARKETING OPPORTUNITIES

FUELED BY  **POLE**POSITION

NASCAR Delivers Marketing Horsepower



- ✓ Is the No. 1 sport in brand loyalty. Fans are **three times** as likely as non fans to try and purchase sponsors' products and services.
- ✓ Is the No. 1 spectator sport, with **17 of the 20 most attended sporting events** in the U.S.
- ✓ Has an average of over 120,000 spectators at each Cup event.
- ✓ Is the No. 2 rated regular season sport on U.S. television.
- ✓ Has more Fortune 500® companies rely on them to build their brands than any other sport.



DEMOGRAPHICS OF THE FAN BASE

Gender: 63% male / 37% female
Age: 45% of NASCAR fans are 18-44 (96 index vs. U.S. pop)
Income: 54% of NASCAR fans earn \$50,000+ (104 index vs. U.S. pop)
Family: 38% of NASCAR fans have children under the age of 18 (97 index vs. U.S. pop)
Geographic regions: NASCAR fans live in regions that mirror the U.S. population
Minorities: 1 out of 5 NASCAR fans is multicultural

NASCAR REFLECTS LIFE

NASCAR brings a series of emotional qualities to create a brand that resonates with fans:

Down-to-Earth	Admired
"Regular" People	Genuine
Honorable	Straight Up
Like a Big Family	





MONSTER ENERGY NASCAR CUP SERIES

The Monster Energy NASCAR Cup Series is the top racing series of NASCAR and features the sport’s racing superstars.



NASCAR XFINITY SERIES

The NASCAR XFINITY Series is the proving ground for up and coming drivers, and also an additional opportunity for the sport’s top drivers to compete.



NASCAR CAMPING WORLD TRUCK SERIES

The NASCAR Camping World Truck Series features great drivers, up-and-coming stars and has a cult-like following among racing fans.



NASCAR HOME TRACKS

The NASCAR Home Tracks program is called the “Soul of NASCAR”. It features seven separate series that run at more than 100 tracks across the world.





a year-round NASCAR experience

» at the track » digital » print

» at the track

- sampling and on-site demonstration



» at the track

- race day hospitality



» at the track

- car sponsorship



» print

- Pole Position magazine



» website

- polepositionmag.com



» digital

- ROAR! weekly preview magazine



NASCAR
Officially licensed magazine



Three Million Impressions and Counting

The Only NASCAR Magazine Published Season-Long

Launched in 2005, *NASCAR Pole Position* is an officially licensed magazine, and the only season-long magazine published in a multiple-edition format for NASCAR. NASCAR Pole Position provides the broadest reach and distribution of any NASCAR magazine.

Digital & Social Media

ROAR!, *Weekly Race Preview* magazine is available as a desktop and mobile application. Additionally, a digital edition of *NASCAR Pole Position* is made available on the official website.

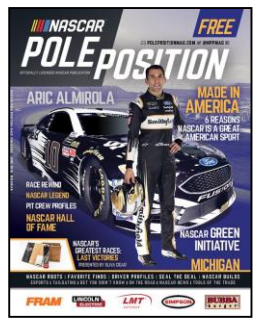
Official website: polepositionmag.com
Twitter: @NPPmag

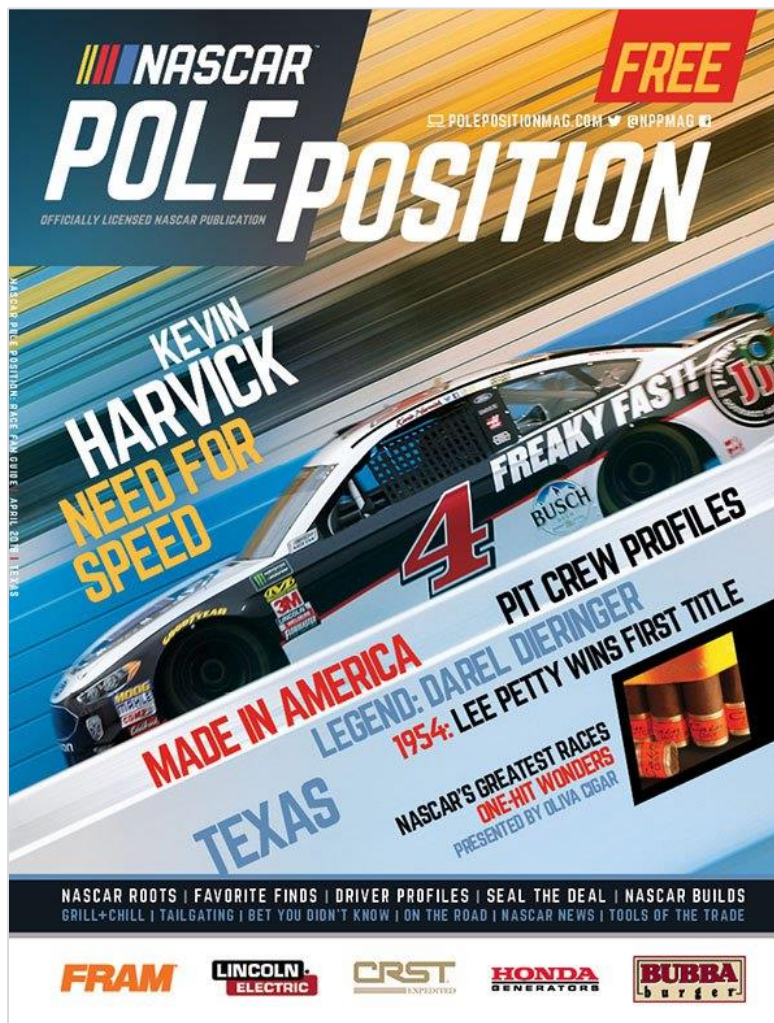
Best Value in NASCAR

NASCAR Pole Position and *ROAR! Weekly Race Preview* magazines are complimentary distributed via major retailers and social media partners to millions of NASCAR fans throughout the country, from February through November.

Event Activation

During select race weekends, the NASCAR Pole Position Event Team executes at-track sampling events exclusively for our magazine partners.



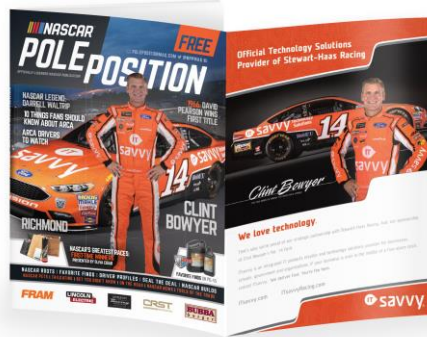


COMPOSITION	Full-color throughout
TRIM SIZE	8 3/8" x 10 7/8"
STOCK	8pt. Gloss Cover; 70# Gloss Text
BINDING	Perfect Bound
COVER	UV Coated
CONTENT & DESIGN	The magazine is packed with the latest driver profiles, NASCAR features, news and information. <i>NASCAR Pole Position</i> is not only a must read for both the casual and diehard NASCAR fan, but also a collector's item that is kept for years to come.
READERSHIP	2.8 million
DISTRIBUTION	Distributed complimentary at all 36 Cup series race weekends (23 markets) from February through November. Each magazine is distributed until all copies are circulated.
DIGITAL EDITION	View a 2018 edition of <i>NASCAR Pole Position</i> at www.polepositionmag.com/digital

NASCAR Pole Position offers select special opportunities to enhance your message.*

Editorial Integration

Front Cover + Cover Ad Position (back cover or gatefold)



Product Profile



Poster Magazine Insert



* Restrictions apply

NASCAR Pole Position publishes two-month editorial themes showcasing major NASCAR initiatives.

LOVE THEM TRUCKS | FEBRUARY-MARCH

The NASCAR season fires up with the Daytona 500 in February and this special feature will focus on the Gander Outdoors Truck Series and race fans passion for their truck.

NASCAR TECHNOLOGY | APRIL-MAY

NASCAR Pole Position takes a comprehensive look at the technology that drives NASCAR. This special feature will give companies a unique opportunity to showcase their products, services and technologies to NASCAR fans.

MADE IN AMERICA | JUNE-JULY

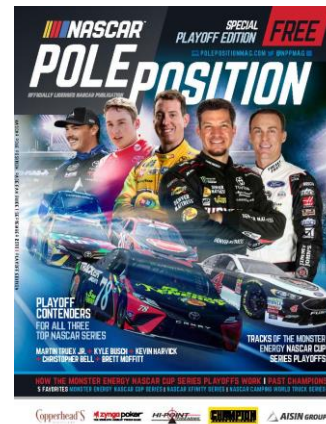
NASCAR and Red-White-and-Blue go hand-in-hand. *NASCAR Pole Position's* "Made in America" theme spotlights companies who produce their products in the United States. This is a great way to showcase a product or service to NASCAR's brand-loyal fan base.

NASCAR OUTDOORS / AUGUST-SEPTEMBER

NASCAR drivers and fans love and respect the outdoors. *NASCAR Pole Position's* Outdoors theme showcase companies who are all about delivering the outdoor experience.

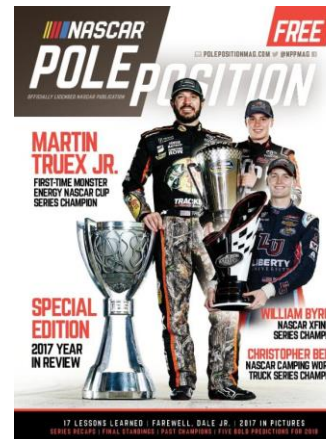
NASCAR DESTINATIONS | OCTOBER-NOVEMBER

NASCAR fans are synonymous with road trips. This feature will profile some of the most exciting locations across the nation to help fans plan their next vacation adventure.



NASCAR Playoffs Special Edition Magazine

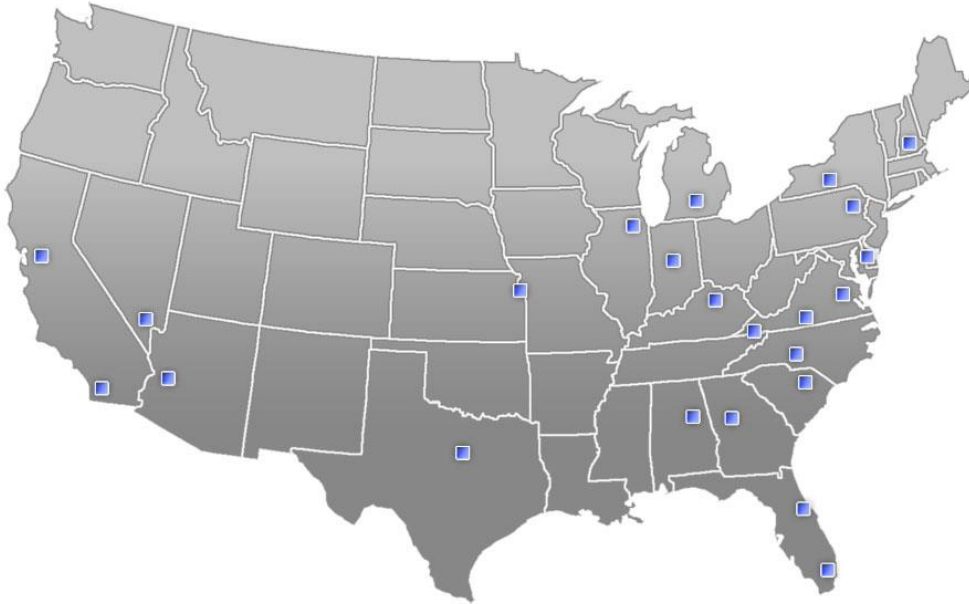
The NASCAR Cup Series champion is determined during the 10-race playoff, which starts in September and concludes in November. This magazine provides fans with a glimpse as to what to expect and is available in all 23 race markets.



Year-In-Review Special Edition Magazine

At the conclusion of the NASCAR season in November, *NASCAR Pole Position* will publish a special edition magazine to capture the champions and highlights in words and pictures. The magazine will be made available in all 23 NASCAR race markets.

NASCAR Pole Position magazine is published 36 times per year – once for each NASCAR Cup Series race.



Race Breakdown by State

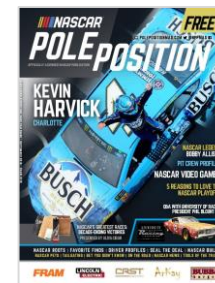
Alabama (2), Arizona (2), California (2), Delaware (2), Florida (3), Georgia (1), Illinois (1), Indiana (1), Kansas (2), Kentucky (1), Michigan (2), New Hampshire (2), Nevada (1), New York (1), North Carolina (2), Pennsylvania (2), South Carolina (1), Tennessee (2), Texas (2), Virginia (4)

Premier Distribution Partners



Month	Race Market	Race Date	Circulation Date	Material Due Date
FEB	Daytona	2/17/2019	2/8/2019	1/17/2019
FEB	Atlanta	2/24/2019	2/15/2019	
MARCH	Las Vegas	3/3/2019	2/22/2019	2/1/2019
MARCH	Phoenix	3/10/2019	3/1/2019	
MARCH	California	3/17/2019	3/8/2019	
MARCH	Martinsville	3/24/2019	3/15/2019	
APRIL	Texas	3/31/2019	3/22/2019	3/8/2019
APRIL	Bristol	4/7/2019	3/29/2019	
APRIL	Richmond	4/13/2019	4/4/2019	
APRIL	Talladega	4/28/2019	4/19/2019	
MAY	Dover	5/5/2019	4/26/2019	4/5/2019
MAY	Kansas	5/11/2019	5/2/2019	
MAY	Charlotte	5/26/2019	5/17/2019	
MAY	Pocono	6/2/2019	5/24/2019	
JUNE	Michigan	6/9/2019	5/31/2019	5/10/2019
JUNE	Sonoma	6/23/2019	6/14/2019	
JUNE	Chicago	6/30/2019	6/21/2019	
JUNE	Daytona	7/6/2019	6/27/2019	
JULY	Kentucky	7/13/2019	7/4/2019	6/14/2019
JULY	New Hampshire	7/21/2019	7/12/2019	
JULY	Pocono	7/28/2019	7/19/2019	
JULY	Watkins Glen	8/4/2019	7/26/2019	

Month	Race Market	Race Date	Circulation Date	Material Due Date
AUG	Michigan	8/11/2019	8/2/2019	7/19/2019
AUG	Bristol	8/17/2019	8/8/2019	
SEPT	Darlington	9/1/2019	8/23/2019	8/10/2019
SEPT	Indianapolis	9/8/2019	8/30/2019	
SEPT	Las Vegas	9/15/2019	9/6/2019	
SEPT	Richmond	9/21/2019	9/12/2019	
OCT	Charlotte	9/29/2019	9/20/2019	8/30/2019
OCT	Dover	10/6/2019	9/27/2019	
OCT	Talladega	10/13/2019	10/4/2019	
OCT	Kansas	10/20/2019	10/11/2019	
NOV	Martinsville	10/27/2019	10/18/2019	9/27/2019
NOV	Texas	11/3/2019	10/25/2019	
NOV	Phoenix	11/10/2019	11/1/2019	
NOV	Miami	11/17/2019	11/8/2019	



NASCAR
POLE POSITION
OFFICIALLY LICENSED NASCAR PUBLICATION



ROAR! DIGITAL PREVIEW

ROAR! IS FOR NASCAR FANS
100% FREE

MAGAZINE-STYLE CONTENT FOR YOUR DESKTOP OR MOBILE DEVICE

COMMENTARY

BRAD KESSELWSKI'S CARLINGTON WIN

BY JAKE S. TORRES

One of the most exciting moments of the Darlington race weekend occurred late Sunday night after the race when NASCAR Hall of Famer Rusty Wallace... **BRAD KESSELWSKI'S CARLINGTON WIN**

...and a nod to Victory Lane to celebrate with his former team and driver Brad Keselowski. Wallace, who drove for Team Penske from 1998 through the first season of 2005, never managed to win in his 43 starts at Darlington... **BRAD KESSELWSKI'S CARLINGTON WIN**

ANALYSIS

5 LESSONS LEARNED

DENNY HAMLIN & ERIK JONES ARE IN A BIND

BY JAKE S. TORRES

As first two races of the Monster Energy Series playoffs have not gone anywhere near as Denny Hamlin and Erik Jones had hoped... **DENNY HAMLIN & ERIK JONES ARE IN A BIND**

COMPOSITION	Full-color throughout
EDITIONS	74 (Feb.-Dec.)
PLATFORM	Desktop, Mobile
DIGITAL REACH	Distributed twice weekly to 90,000 subscribers
ADVERTISING	Static, video and interactive; single page, two page spreads and editorial opportunities available
CONTENT & DESIGN	Features the latest news for the upcoming race weekend.
DISTRIBUTION DATE	Mondays, Fridays before each race weekend

VIEW ROAR! At www.polepositionmag.com/roar-archives/

ROAR! features content geared to entertain, educate the race fans on weekly basis.

RACE REVIEWS & PREVIEW

Each week, the ROAR! staff will deliver reviews, previews, and predictions.

PHOTOGRAPHY

Each edition of ROAR! is packed with great photography from the weekend's action.

COMMENTARY

ROAR!'s writers provide analysis and opinion related to the previous weekend's race action.

FEATURE STORIES

ROAR! is packed with exclusive insights and information for the avid and casual fans.

COVERAGE OF ALL SERIES

The race landscape is more than just the Cup Series. ROAR! covers them all on a weekly basis.

SCHEDULES AND RESULTS

We track who won and who's in first place in the standings for all race series.

VIEW A DIGITAL EDITION from the 2018 race season at www.polepositionmag.com/roar-archives/

FIVE TO WATCH

FIVE TO WATCH AT DAYTONA

BY JARED TURNER

- **Chase Elliott** has won the pole for the past two Daytona 500s, and was in position to win the 2017 edition of The Great American Race before running out of fuel with two laps to go.
- In all likelihood, this weekend will be the final start at Daytona for **Dale Earnhardt Jr.** A win on Saturday night would feel like a fairytale.
- No driver has been more potent at restrictor plate tracks in recent seasons than **Brad Keselowski**, who won last year's July Daytona race in dominant fashion.

CHASE ELLIOTT
GETTY IMAGES

RICKY STENHOUSE JR.
GETTY IMAGES

► It has historically been difficult to complete the season sweep at Daytona. **Kurt Busch** will try, although his Daytona 500-winning car sits in a museum at the track.

PREVIEW PREDICTIONS:
DRIVER TO BEAT: CHASE ELLIOTT
FRONT-ROW GUYS: HENRIKHO MOTORSPORTS
SLEEPER: DAVID RAGAN

GET THE LATEST NEWS AT POLEPOSITIONMAG.COM DAYTONA PREVIEW: JUNE 29, 2018 0-11

NASCAR DEFINED

A SNEAKY SPIN-OUT: CALE CONLEY, DRIVER OF THE NO. 24 MERCHANT SERVICES LTD. TOYOTA, SPUN DURING THE NASCAR XFINITY SERIES HISENSE 4K TV 300. GETTY IMAGES

CHARLOTTE REARVIEW: MAY 20, 2018 0-13

TRACK PRIMER

DAYTONA INT'L SPEEDWAY

FAST FACTS
 Fast facts: There is sure to be plenty of fireworks both on and off the track as NASCAR returns to Daytona Beach for a Fourth of July tradition that started in 1950. Fords have run well here recently. Brad Keselowski pushed his Team Penske Ford to victory last July and Kurt Busch won February's Daytona 500 in the first race after Stewart-Haas Racing made the switch from Chevrolet to Ford.

RECORD BOOK
 ► Richard Petty leads the Daytona International Speedway win list with 10. Dale Earnhardt Jr. is tops among active drivers with four victories, two in the Daytona 500 and two in the Coke Zero 400.

RACE REWIND
 ► Capping a dominant performance, Brad Keselowski won the Coke Zero 400 after leading 115 of 161 laps. It was his first victory at Daytona and second consecutive restrictor-plate triumph after winning at Talladega in May.

KYLE BUSCH HAS YET TO WIN A POINTS RACE DESPITE SIX TOP-5 FINISHES. GETTY IMAGES

FRIDAY, JUNE 30	SATURDAY, JULY 1	SUNDAY, JULY 3
GATORADE POLE QUALIFYING	SUBWAY FIRECRACKER 250	COKE ZERO 400 POWERED BY COCA-COLA
MONSTER ENERGY NASCAR CUP SERIES QUALIFYING	NASCAR FINITE SERIES RACE - NO. 15	MONSTER ENERGY NASCAR CUP SERIES - RACE NO. 12
START TIME: 4:30 P.M. (EST)	START TIME: 7:30 P.M. (EST)	START TIME: 2:30 P.M. (EST)
TELEVISION/RADIO: NBCN/ MOTOR RACING NETWORK	TELEVISION/RADIO: NBCN/ MOTOR RACING NETWORK	TELEVISION/RADIO: NBC/ MOTOR RACING NETWORK
2016 POLE WINNER: GREG BIFFLE	2015 WINNER: ARIC ALMIROLA	2014 WINNER: BRAD KESSELWSKI

TRACK FACTS
 LENGTH: 1.34 MILES (200 LAPS = 268 MILES)
 BANKING ON STRAIGHTAWAYS: 3 DEGREES
 BANKING IN TURNS: 31 DEGREES
 BACKSTRECH: 3,100 FEET
 FRONTSTRECH: 3,300 FEET

BANKING ON STRAIGHTAWAYS: 3 DEGREES
500-MILE RACE RECORD: GREGORY BAKER, FEB. 11, 1985, 37:02.8191

MONSTER ENERGY NASCAR CUP QUALIFYING RECORD: BILLY ELIOTT, FEB. 9, 1987, 2:06.3649PH
 500-MILE RACE RECORD: GREGORY BAKER, FEB. 11, 1985, 37:02.8191

GET THE LATEST NEWS AT POLEPOSITIONMAG.COM DAYTONA PREVIEW: JUNE 29, 2018 0-14

One of the biggest benefits ROAR! can provide NASCAR advertisers is the ability to engage readers in a unique and informative way.

The ROAR! advertising platform allows advertisers to update their messaging weekly and also provide multimedia capabilities, such as video, to inform and entertain subscribers.

Integrated, web-enabled advertising

BASS PRO SHOPS BIG CEDAR LODGE
AMERICA'S PREMIER WILDERNESS RESORT

A Golf Experience as Legendary as the Legends Who Designed It

Discover an unforgettable stay and play experience in the Ozark Mountains of Missouri. Big Cedar Lodge is home to lodges, private clubs, a world-class spa, 100-slip marina, numerous unique dining venues and two extraordinary golf courses. Top of the Rock and Buffalo Ridge golf courses are both home to the PGA TOUR Champions event, the Bass Pro Shops Legends of Golf. The Top of the Rock experience features an Arnold Palmer-designed driving range, Tom Watson putting green and Jack Nicklaus 9-hole signature par-3 golf course. Buffalo Ridge, designed by Johnny Morris and Tom Pateo, is an 18-hole golf course that highlights the Ozarks terrain, native prairie grasses and American bison. Experience all that Big Cedar has to offer when you book one of many vacation packages available.

CHAMPIONS STAY AND PLAY PACKAGE

- Two-Night Minimum Lodging in Your Choice of Accommodation
- 9 Holes at Top of the Rock Golf Course per Adult per Stay
- 18 Holes at Buffalo Ridge Golf Course per Adult per Stay
- Lost Canyon Cave and Nature Trail Tour per Adult per Stay
- Daily Breakfast Buffet at Devil's Pool Restaurant per Adult per Stay
- One \$20 Lunch Credit per Adult per Stay

Mention code #RBT16 when you call to book your getaway!
800.225.6343 | BIGCEDAR.COM

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AKHEM AYERS
UNDEFEATED
TENNESSEE TITANS

Editorial Inclusion

PRODUCT SPOTLIGHT

LIONEL RACING'S RACE-WIN DIE-CAST A BIG HIT

BY DAN GUTTENPLAN

Lionel Racing's race-win die-cast offer fans the unique opportunity to remember the season's biggest races with models of the winning cars – just as they appeared in Victory Lane. Lionel Racing Director of Production Gwynn Trenck is the first to admit the celebrated Kyle Larson's first career NASCAR Sprint Cup Series victory in August at Michigan International Speedway.

The bottom line is Larson's victory is good for business at Lionel Racing, Larson's



race-win die-cast, due to the driver's popularity and the significance of the victory, figures to be one of the best-selling die-cast of the season along with Jimmie Johnson's Superman-themed Chevrolet from Auto Club Speedway and Tony Stewart's Chevrolet from Sonoma Raceway.

"The Kyle Larson die-cast could outpace the Jimmie Johnson one the way it's been selling," Trenck said. Lionel Racing has been producing race-win die-cast since 2000, and the models are arguably more accurate than the regular die-cast since they are produced

in-season rather than the previous fall. The die-cast that hit the market each year before the Daytona 500 are often designed in September of the previous season. The race-win die-cast are modeled after the way a specific winning car looked in Victory Lane – complete with

NASCAR and Non-NASCAR affiliated company participation

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Chef Inspired Dining • High Energy Full-Service Bar

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HEAD FOR FUN.
MAIN EVENT

EAT. BOWL. PLAY.

Multiple 3rd party video player

Internal or External Video Player

TEAM AUTOTRADER AND TEAM PENSKE. ANOTHER PERFECT MATCH.

#BradHacksFord Duelling Mean Tweets

Think Brad is fast on the track? Check out his #BradHacksFord!

Brad just isn't as fast as competitors of the track as he's got on race days. Watch them go head to head.

Find your perfect car match on Autotrader.

Autotrader

Proud sponsor of Team Penske drivers Joey Logano and Brad Keselowski.

Chase Elliott gets race car smart with Kelley Blue Book

Kelley Blue Book Review...

Check out Kelley Blue Book's review of Chase's No. 14 Chevrolet SS.

With our award-winning online, expert recommendations and unparalleled group buys, anyone can get new or smart with Kelley Blue Book.

Proud partner of Hendrick Motorsports driver Chase Elliott.

Kelley Blue Book
KBB.COM
The Official Car Buyer's Guide

Month	Race	Race Date	Circulation Date	Material Due Date
February	Daytona - Preview	2/17/2019	2/12/2019	2/6/2019
	Atlanta	2/24/2019	2/19/2019	2/13/2019
March	Las Vegas	3/3/2019	2/26/2019	2/20/2019
	Phoenix	3/10/2019	3/5/2019	2/27/2019
	California	3/17/2019	3/12/2019	3/6/2019
	Martinsville	3/24/2019	3/19/2019	3/13/2019
April	Texas	3/31/2019	3/26/2019	3/20/2019
	Bristol	4/7/2019	4/2/2019	3/27/2019
	Richmond	4/13/2019	4/8/2019	4/2/2019
	Talladega	4/28/2019	4/23/2019	4/17/2019
May	Dover	5/5/2019	4/30/2019	4/24/2019
	Kansas	5/11/2019	5/6/2019	4/30/2019
	Charlotte	5/26/2019	5/21/2019	5/15/2019
June	Pocono	6/2/2019	5/28/2019	5/22/2019
	Michigan	6/9/2019	6/4/2019	5/29/2019
	Sonoma	6/23/2019	6/18/2019	6/12/2019
July	Chicago	6/30/2019	6/25/2019	6/19/2019
	Daytona	7/6/2019	7/1/2019	6/25/2019
	Kentucky	7/13/2019	7/8/2019	7/2/2019
	New Hampshire	7/21/2019	7/16/2019	7/10/2019
	Pocono	7/28/2019	7/23/2019	7/17/2019

Month	Race	Race Date	Circulation Date	Material Due Date
August	Watkins Glen	8/4/2019	7/30/2019	7/24/2019
	Michigan	8/11/2019	8/6/2019	7/31/2019
	Bristol	8/17/2019	8/12/2019	8/6/2019
September	Darlington	9/1/2019	8/27/2019	8/21/2019
	Indianapolis	9/8/2019	9/3/2019	8/28/2019
	Las Vegas	9/15/2019	9/10/2019	9/4/2019
	Richmond	9/21/2019	9/16/2019	9/10/2019
	Charlotte	9/29/2019	9/24/2019	9/18/2019
October	Dover	10/6/2019	10/1/2019	9/25/2019
	Talladega	10/13/2019	10/8/2019	10/2/2019
	Kansas	10/20/2019	10/15/2019	10/9/2019
	Martinsville	10/27/2019	10/22/2019	10/16/2019
November	Texas	11/3/2019	10/29/2019	10/23/2019
	Phoenix	11/10/2019	11/5/2019	10/30/2019
	Miami	11/17/2019	11/12/2019	11/6/2019
	Year in Review	12/15/2019	12/10/2019	12/4/2019

ROAR! is free magazine that is digitally delivered every Monday and Thursday during the race season and is available for desktop, laptop, mobile phone and tablet users.



ROAR! PERFORMANCE SUMMARY | AVERAGE PER ISSUE

Unique Subscribers

91,815

Total Sessions Per Week

98,473

Average Sessions Per Reader

1.07

Average Session Duration

6.5 minutes

Total Page Views (replica)

2,341,282

Total Article Views (text view)

498,972

Total Reading Duration

643,379 minutes

Average Reader Duration

7.0 minutes

Average Content Views Per

25.5

Bounce Rate

6.6%

Returning Reader Percentage

67.4%



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

In 2019, more than 300,000 partner products will be distributed to eager NASCAR fans.

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



In 2019, sampling events will take place at the following tracks during Cup Series weekends:

February | Daytona International Speedway
April | Texas Motor Speedway
May | Charlotte Motor Speedway
July | Pocono Raceway
August | Bristol Motor Speedway
September | Darlington Raceway

Learn more at www.polepositionmag.com/sampling/



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



A.E. Engine's Social Media Development team will work with you to create compelling, cost effective social media campaigns using a customized strategy.

BRAND OVERHAUL



Solves: SEO & Search Presence, Storefront & Brand Appearance

We handle: logos, headers, descriptions, metadata, etc.

We present your best looking face to your customers. Yes, we're open, come on in!

BRAND MANAGEMENT



Solves: Storefront & Brand Appearance, Customer Service

We handle: engagement, customer interactions, topical information, etc.

We present an active and healthy social channel for your customers. We're hip to their concerns, and we're here to help.

CUSTOMER RELATIONS



Solves: Sales Driver, Customer Service

We handle: sales, web content, promotions, campaigns, etc.

We keep your customers in the know about what your brand is up to. Got a new product? Is there a sale they don't want to miss? We spread the word.

CUSTOM CONTENT



Solves: Customer Interaction

We handle: content creation, promotion, engagement, etc.

We entertain, inform, and engage your customers, and provide unique content experiences that attract the kind of attention you want.

GIVEAWAYS



Solves: Lead Generator

We handle: complete cycle, announcement, winners, shipping, etc.

We create fun word-of-mouth campaigns capped off with the irreplaceable experience of getting your product in the hands of fans.





SOCIAL MEDIA CASE STUDY | Neanderthal Tailgate Technology

This program focused on the creation of a customized Neanderthal Tailgate Technology-NASCAR themed stop motion race which appeared on YouTube.

The stop motion racing genre is a great way to engage NASCAR fans online, with videos racking up hundreds of thousands of views of the lifetime of the video. These videos also have staying power, with fans watching and re-watching for years.

This program connected newcomer Neanderthal with fans of the Double E Cup Racing Series, the most watched stop motion NASCAR series on YouTube. The series has run for 4 years and garnered more than 49 million views.

This program also includes a social media engagement program, as well as a social media giveaway.

STOP MOTION VIDEO



SOCIAL MEDIA ENGAGEMENT



Two Week Snapshot...

- 19,605 views
- 679 likes
- 393 comments
- 59,116 minutes of watch time

Experience the thrill of NASCAR stock car sponsorship

If you have ever envisioned what it would be like to sit on pit road and root for YOUR car in the race, now is your chance.

Single Race Car Sponsorships are available, with features and benefits that extend well beyond the track and maximize your exposure and ROI.

Multiple Opportunities

- Full-Car Wrap
- Hood
- Quarter Panel
- Deck Hood
- TV Panel
- Firesuit



The Car Sponsorship program includes the following:

THE CAR WRAP

Your company receives:

- Exclusive logo recognition on the car for a NASCAR sanctioned race.
- Every race is televised nationally.
- Your company logo will also be displayed on the car for Qualifying Day and two practice sessions.

ULTIMATE RACEDAY HOSPITALITY

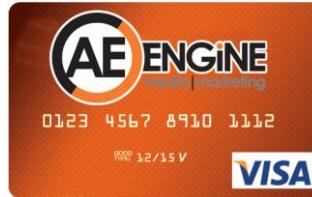
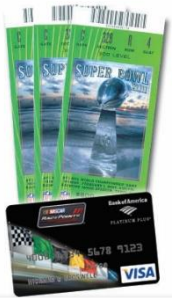
Your company receives Garage/ Pit Credentials allowing access to the following race events and track areas:

- Racing Team Haulers area
- Pit Area for Qualifying Day
- Driver Meeting before the Race
- Hot Pass during Entire Race

ADDITIONAL FEATURES

Your company receives:

- Professional photography of the event.
- Usage rights to use car images in marketing materials and promotions.
- Advertising and promotion via *NASCAR Pole Position*, *ROAR!* and *polepositionmag.com*



Tickets & Pit Passes

Hospitality

Gift Cards

Merchandise

Experiences

Securing tickets sounds easy, but finding the right seats at each event takes expertise. Pit passes put you in the middle of the action. Let A.E. Engine assist you in finding the best seats in the house.

A.E. Engine has a variety of trackside hospitality for your company to choose from, including VIP race tickets, cold passes, sky suite seating, exclusive catered hospitality suites and climate controlled dining.

Via longstanding corporate relationships, your A.E. Engine rep is able to provide gift cards to many major retailers and companies. Just ask and we can deliver.

Our merchandise options provide your company with a large selection of gift items to help show appreciation to key clientele or to say “thank you” to your employees.

Do you have a need for speed? If so, let our team put you behind the wheel of a race car at your favorite NASCAR track. Packages are available for year-round use.

Testimonial | Driving Experience

“My day was a truly amazing experience. It is a first-class operation. The opportunity to spend a day at the track with a state-of-the-art 500 horsepower race car in a safe, fun environment fulfilled something I had wanted to do since I was a little kid. My only regret is waiting so long to do it. I will definitely go back.” – current A.E. Engine client



2.8 MILLION PRINT IMPRESSIONS

NASCAR Pole Position magazine is distributed until all copies are in the hands of NASCAR fans. This provides partners with up to 2.8 million print impressions.



MASSIVE DIGITAL IMPRESSIONS

ROAR! digital magazine, a twice-weekly magazine that is distributed as a desktop and mobile app to subscribers and shared via distribution partners.



AT-TRACK SAMPLING OPPORTUNITIES

The Trackside Sampling team will pass out your promotional products/literature to thousands of race fans at race weekends during the season.



SUPER FANS, SUPER SUPPORT

NASCAR has a higher percentage of its total fan base (Avid and Casual) willing to try sponsors' products and services than other sports leagues. Source: NASCAR Research



OFFICIALLY LICENSED MAGAZINE

Advertising in NASCAR Pole Position enables you to tie your company to the NASCAR brand and its brand-loyal legion of followers.



HIGH QUALITY STANDARDS

Our commitment to original and excellent content and design ensures each edition of the magazine has an extended shelf life which will drive more impressions for your brand.



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 the 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.

A.E. Engine

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A.E. ENGINE CIRCLE OF PREMIUM PLATFORMS

