



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

# 2020 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/services.



Is the No. 1 spectator sport **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.



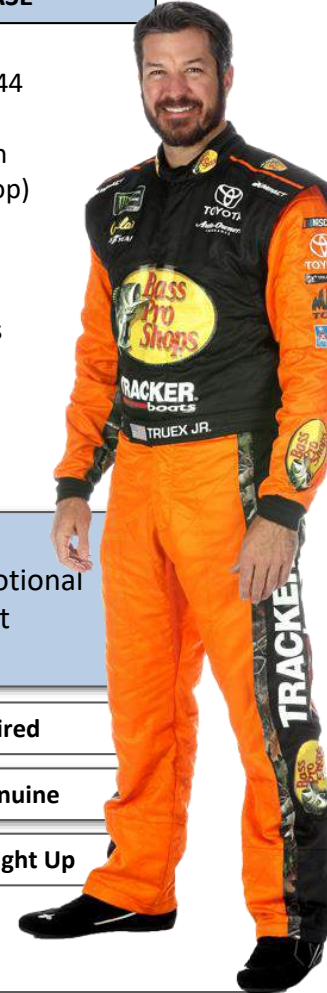
### DEMOGRAPHICS OF THE FAN BASE

- 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	





### NASCAR CUP SERIES

The 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 GANDER OUTDOORS TRUCK SERIES

The NASCAR Gander Outdoors 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.



**Tie your campaign together across the full spectrum of media channels available for reaching the NASCAR audience.**

**Social Media**

Keep the conversation going online with a daily drum beat of sharable content and giveaways for fans



**Car Sponsorship**

Race team car sponsorships can be scaled to size for any business.



**Out of the Groove**

One of the most popular NASCAR creators on YouTube, Eric helps drive the weekly conversation around the sport.



**Email Campaign**

Every issue of ROAR, along with important updates from Pole Position and our partners, go out every week to over 90,000 core fans



**NASCAR Pole Position**

Our flagship publication provides premium, insider content covering all things NASCAR, including drivers, fans, esports pros, and influential personalities.



**ROAR!**

The viewer's guide for the modern NASCAR fan provides a twice-weekly digest of the most important information, trends, and storylines before and after every race.



**Race Hospitality**

Create an exciting experience for customers and employees.



**NASCAR Trackside Sampling**

Fans line up early to get their hands on the latest products from our partners, along with our signature complimentary totes





## 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](http://polepositionmag.com)

**Twitter:** @NPPmag

**YouTube:** Eric Estep's "Out of the Groove"

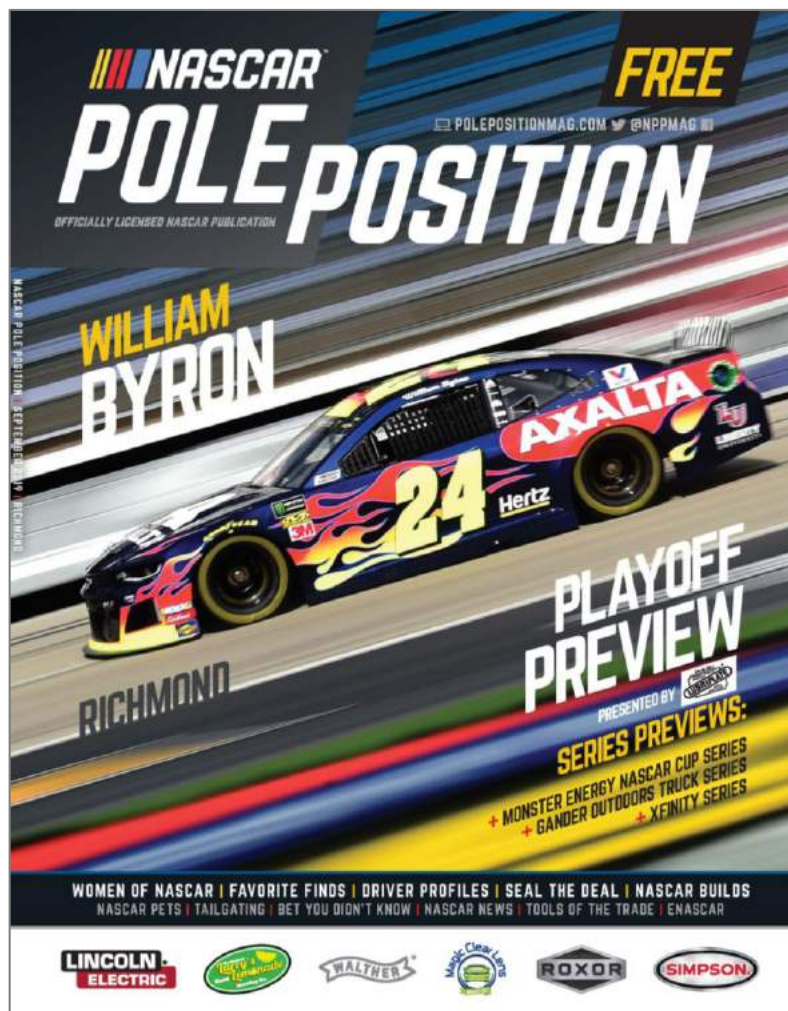
### Best Value in NASCAR

*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

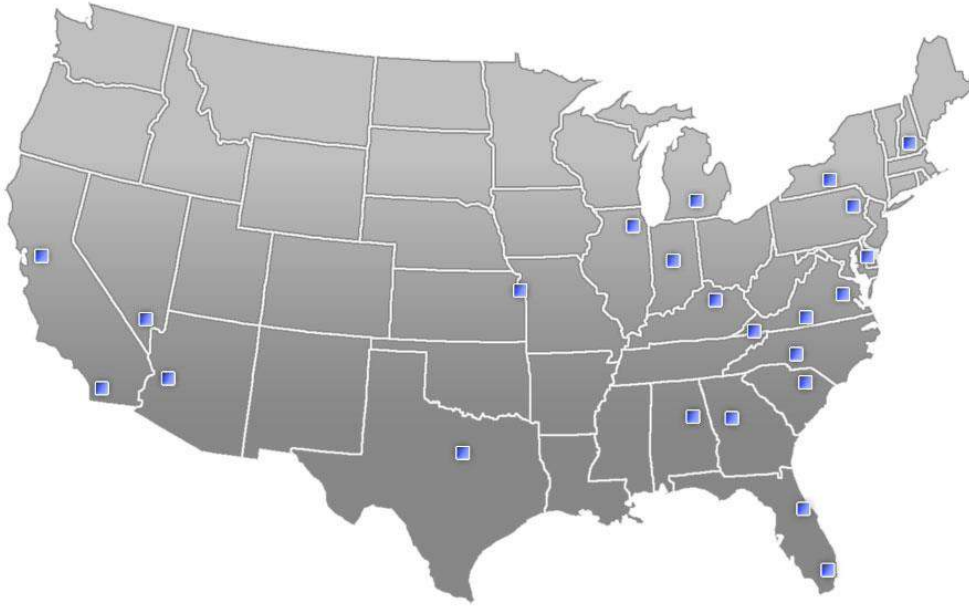
During select race weekends, the NASCAR Pole Position Event Team executes at-track sampling events exclusively for our magazine partners.





<b>COMPOSITION</b>	Full-color throughout
<b>TRIM SIZE</b>	8 3/8" x 10 7/8"
<b>STOCK</b>	8pt. Gloss Cover; 70# Gloss Text
<b>BINDING</b>	Perfect Bound
<b>COVER</b>	UV Coated
<b>CONTENT &amp; DESIGN</b>	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.
<b>READERSHIP</b>	2.8 million
<b>DISTRIBUTION</b>	Distributed complimentary at all 35 Cup series race weekends (23 markets) from February through November. Each magazine is distributed until all copies are circulated.
<b>DIGITAL EDITION</b>	View a past edition of <i>NASCAR Pole Position</i> at <a href="http://www.polepositionmag.com/digital">www.polepositionmag.com/digital</a>

NASCAR Pole Position magazine is published 35 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 (1), South Carolina (1), Tennessee (2), Texas (2), Virginia (4)

### Premier Distribution Partners



NASCAR Pole Position offers select special opportunities to enhance your message with editorial features and content.

### Editorial Integration

**SPOTLIGHT**



#### A New Technology Partnership

When World Wide Technology and Richard Petty Motorsports came together May 15 to unveil details of a six-year partnership, RPM got more than a world-class sponsor to adorn driver Bubba Wallace's No. 43 Chevrolet in select events over the remainder of the 2018 Monster Energy NASCAR Cup Series season.

In addition to being a financial resource to Wallace and the team co-owned by seven-time NASCAR champion and NASCAR Hall of Famer Richard Petty, World Wide Technology — a market-leading technology solution provider with \$30.4 billion in annual revenue and integration labs across the globe — is providing Richard Petty Motorsports with tools that typical sponsors can't.

"What got me excited about the partnership and about NASCAR is it's one where technology and

**STAR POWER**

Founded in 1998 and based in St. Louis, WWT is a response to NASCAR through its partnership with Richard Petty Motorsports. Best placed, though, is the star power of the team's notable but not all too many 4,000 employees of WWT.

"When you see 'The King' racing through your offices, with his trademark cowboy hat on his shoulders, it's hard not to get excited about that," WWT senior engagement manager Clark Infant said.

"Even the people who might not have been NASCAR fans and don't really know the specifics, they see that something cool is going on and they know Richard Petty" — but a widely known but rarely aligned with the company's brand driver, Bubba Wallace, a 24-year-old Monster Energy Series rookie who has all the makings of a future NASCAR star.

"It's just been really easy to work with them," Infant said. "There hasn't been much of a learning curve. We're on the same page." It's kind of the way he has brought together as one team, and Bubba's been great, too. He's been a huge part of our success and we're doing the next and great things together and we've been successful to work with. In particular, he's been successful to work with. In particular, he's been successful to work with. In particular, he's been successful to work with.

*"DRIVING SUCCESS THROUGH DATA ANALYTICS"*  
#SILICONVALLEYINSTL



**43 BUBBA WALLACE**

World Wide Technology  
Silicon Valley in St. Louis

World Wide Technology  
Official Technology Analytics Provider for Richard Petty Motorsports

VISIT [WWT.COM](http://WWT.COM) | [splunk.com](http://splunk.com) | [WorldWideTechnology.com](http://WorldWideTechnology.com)

**MADE IN THE USA**



**SureCar: A New Way to Dispense Fuel**

When it comes to fuel dispensing, you've probably heard of SureCar. It's a new way to dispense fuel that's designed to be more efficient and safer than traditional fuel dispensing methods. SureCar is a fuel dispensing system that uses a single nozzle to dispense both gasoline and diesel fuel. It's designed to be used in a variety of settings, from gas stations to fleet fueling stations.

The SureCar system is designed to be more efficient and safer than traditional fuel dispensing methods. It uses a single nozzle to dispense both gasoline and diesel fuel, which reduces the risk of spills and leaks. Additionally, the SureCar system is designed to be more efficient, which means it can dispense fuel faster than traditional methods.

**PEOPLE ARE NOTICING**

When it comes to fuel dispensing, you've probably heard of SureCar. It's a new way to dispense fuel that's designed to be more efficient and safer than traditional fuel dispensing methods. SureCar is a fuel dispensing system that uses a single nozzle to dispense both gasoline and diesel fuel. It's designed to be used in a variety of settings, from gas stations to fleet fueling stations.

### Favorite Finds

**HOLIDAY FINDS**



**NASCAR HOLIDAY FINDS**

Make the holidays more exciting with these exclusive finds. From limited-edition figurines to collectible items, there's something for everyone. Don't miss out on these special items before they're gone.

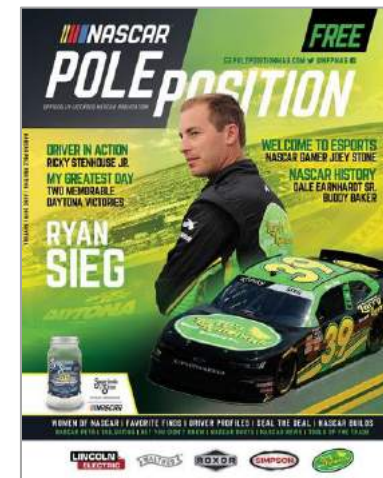
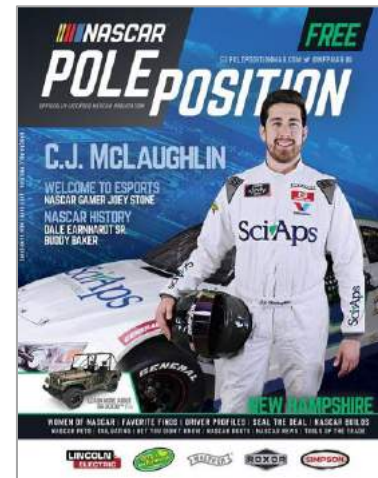
**NASCAR ADVERTISING PARTS**

Boost your brand with these exclusive advertising parts. From custom-branded merchandise to promotional items, there's something for everyone. Don't miss out on these special items before they're gone.



Promote your NASCAR car sponsorship on the cover of NASCAR Pole Position.

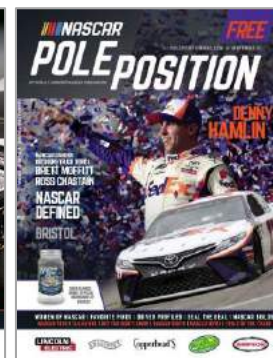
### NASCAR Pole Position Front Cover Program



LEARN MORE >>> [polepositionmag.com/custom-covers/](http://polepositionmag.com/custom-covers/)

Month	Race Market	Race Date	Circulation Date	Material Due Date
FEBRUARY	Daytona	2/16/2020	2/7/2020	1/16/2020
FEBRUARY	Las Vegas	2/23/2020	2/14/2020	
MARCH	California	3/1/2020	2/21/2020	
MARCH	Phoenix	3/8/2020	2/28/2020	
MARCH	Atlanta	3/15/2020	3/6/2020	2/14/2020
MARCH	Miami	3/22/2020	3/13/2020	
MARCH	Texas	3/29/2020	3/20/2020	2/28/2020
APRIL	Bristol	4/5/2020	3/27/2020	
APRIL	Richmond	4/19/2020	4/10/2020	
APRIL	Talladega	4/26/2020	4/17/2020	
MAY	Dover	5/3/2020	4/24/2020	4/3/2020
MAY	Martinsville	5/9/2020	4/30/2020	
MAY	Charlotte	5/24/2020	5/15/2020	
MAY	Kansas	5/31/2020	5/22/2020	
JUNE	Michigan	6/7/2020	5/29/2020	5/8/2020
JUNE	Sonoma	6/14/2020	6/5/2020	
JUNE	Chicago	6/21/2020	6/12/2020	
JUNE	Pocono	6/27/2020	6/18/2020	
JULY	Indianapolis	7/5/2020	6/26/2020	6/5/2020
JULY	Kentucky	7/11/2020	7/2/2020	
JULY	New Hampshire	7/19/2020	7/10/2020	
AUGUST	Michigan	8/9/2020	7/31/2020	

Month	Race Market	Race Date	Circulation Date	Material Due Date
AUGUST	Watkins Glen	8/16/2020	8/7/2020	7/17/2020
AUGUST	Dover	8/23/2020	8/14/2020	
AUGUST	Daytona	8/29/2020	8/20/2020	7/31/2020
SEPTEMBER	Darlington	9/6/2020	8/28/2020	
SEPTEMBER	Richmond	9/12/2020	9/3/2020	
SEPTEMBER	Bristol	9/19/2020	9/10/2020	
SEPTEMBER	Las Vegas	9/27/2020	9/18/2020	8/28/2020
OCTOBER	Talladega	10/4/2020	9/25/2020	
OCTOBER	Charlotte	10/11/2020	10/2/2020	
OCTOBER	Kansas	10/18/2020	10/9/2020	
OCTOBER	Texas	10/25/2020	10/16/2020	9/25/2020
NOVEMBER	Martinsville	11/1/2020	10/23/2020	
NOVEMBER	SEMA	11/3/2020	10/25/2020	
NOVEMBER	Phoenix	11/8/2020	10/30/2020	



## ROAR! DIGITAL PREVIEW

**ROAR! IS FOR NASCAR FANS**  
**100% FREE**

**MAGAZINE-STYLE CONTENT FOR YOUR DESKTOP OR MOBILE DEVICE**

### COMMENTARY

**RUSTY WALLACE CASTS BRAD KESELOW'S CLASHING WIN**

By Jason Tipton

One of the most memorable moments of the Daytona 500 occurred moments after the green flag flew this day when Brad Keselowski's No. 14 Ford Fusion, piloted by Brad Keselowski, won the race. Keselowski's victory was a surprise to many, as he was not considered a favorite to win. Rusty Wallace, a former NASCAR driver and current analyst, provides his perspective on Keselowski's win.

Wallace notes that Keselowski's win was a result of his aggressive driving and his ability to outpace the competition. He also mentions that Keselowski's win was a testament to his skill and determination.

### ANALYSIS

**DENNY HAMLIN & ERIC JONES ARE IN A BIND**

By Jason Tipton

The first two laps of the Daytona 500 were a tight battle between Denny Hamlin and Eric Jones. Both drivers were in a bind, as they were both trying to outpace each other. Hamlin's lead was short-lived, as Jones quickly moved into the lead. The race was a tactical battle, with both drivers making strategic moves to gain an advantage.

Hamlin's strategy was to stay in the lead, while Jones' strategy was to challenge Hamlin's lead. The race was a tactical battle, with both drivers making strategic moves to gain an advantage.

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

**VIEW THE LATEST ISSUE OF ROAR! at**  
[www.polepositionmag.com/roar-archives/](http://www.polepositionmag.com/roar-archives/)

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

**INTEGRATED IN MATT DIBENEDETTO**

**Energy NASCAR Cup Series**  
Matt DiBenedetto's silver and black #15 Mobil 1 Ford Fusion is one of the most competitive in the field. He's also one of the most competitive drivers in the field. He's also one of the most competitive drivers in the field.

**BY MATT WALTZ**  
Matt DiBenedetto, a 29-year-old driver from San Diego, California, received the Rookie of the Year award for the 2015 season. He's also one of the most competitive drivers in the field.

**SILVER BIOTICS**  
PROTECT YOURSELF. PROTECT YOUR FAMILY.  
**LIVE SILVER STRONG™**

**GET A LAYER OF PROTECTION THE NATURAL WAY WITH OUR PATENTED NANO SILVER FIRST AID GEL.**

## Internal or External Video Player

**CEMENT • TILE • PLASTIC • VINYL • RUBBER • METAL • FIBERGLASS • OIL SPILLS**

**Cleans Almost Everything!**

**TOUGH ON GRIME**  
SAFE ON THE ENVIRONMENT

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**AVAILABLE AT SELECTED RETAILER LOCATIONS**

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Cleaning tips, questions, or reorder contact us at: 1-800-EE5-TEAM

OFFICIAL PARTNER OF: DAYTONA, INDYCAR, NASCAR

## NASCAR and Non-NASCAR affiliated company participation

### Editorial Inclusion

**ROAR! RACE AND RACING**

**MSG MOTORSPORTS SAFETY GROUP**

**MSG: MAKING RACING SAFER**  
BY DAN GUTTENBERG

MSG Motorsports Safety Group is a non-profit organization that provides safety training and equipment for race drivers and crew members. The group has been instrumental in reducing the number of injuries and fatalities in motorsports.

**EDUCATION TO APPLICATION**

**CONCERN**  
The most common concern is the lack of education and training for race drivers and crew members. MSG provides comprehensive safety training and equipment for all participants.

**HEALTH AND WELLNESS**  
MSG provides health and wellness services for race drivers and crew members. This includes physical fitness training, nutrition counseling, and mental health support.

**HYDRATION**  
MSG provides hydration services for race drivers and crew members. This includes providing water and electrolyte drinks during races and events.

**NUTRITION**  
MSG provides nutrition services for race drivers and crew members. This includes providing healthy meal options and nutrition counseling.

**ROAR! RACE AND RACING**

**3 KYLE BUSCH CAN'T BE BUT TOO UPSET WITH THIRD**

**PREMIUM QUALITY AUTOMOTIVE LUBRICANTS WITH...**

**THE POWER TO PROTECT**

**Oil: 10W Motor Assembly Grease**

**Clay & Cobalt Fluid - Powering Oil**

**Protectant - Protectant**

**Spray Lube - X-White Lubricant Grease**

**Gear Shield - Gear Grease**

**Bodyguard - Protecting Oil**

**SPRITING - 100% Silicone**

**Oil for Sale: 10W Motor Assembly Grease**

**Lubriplate**  
Lubriplate is a leading provider of automotive lubricants and services. We offer a wide range of products for all types of vehicles.

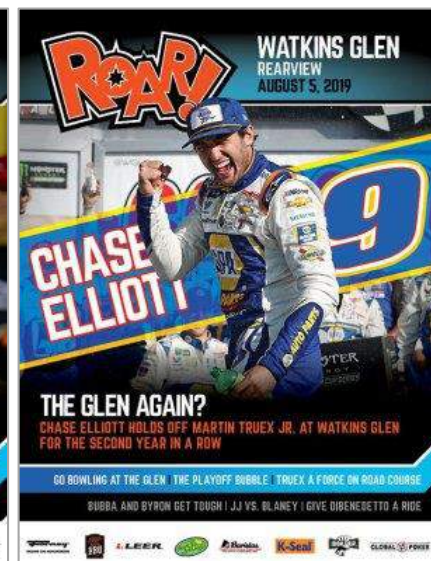
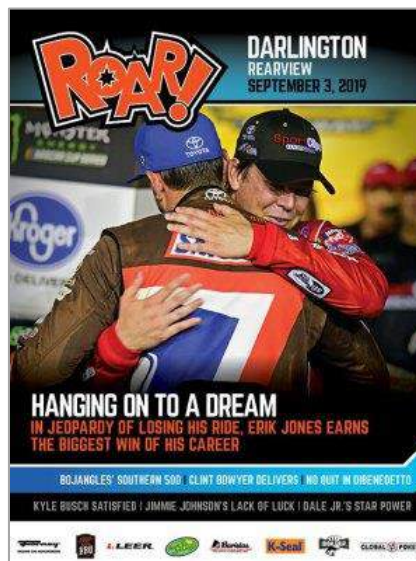
Month	Race	Race Date	Preview Issue	Review Issue	Material Due
FEBRUARY	Preview	1/27/2020	1/27/2020		1/20/2020
FEBRUARY	Daytona	2/16/2020	2/13/2020	2/17/2020	2/6/2020
FEBRUARY	Las Vegas	2/23/2020	2/20/2020	2/24/2020	2/13/2020
MARCH	California	3/1/2020	2/27/2020	3/2/2020	2/20/2020
MARCH	Phoenix	3/8/2020	3/5/2020	3/9/2020	2/27/2020
MARCH	Atlanta	3/15/2020	3/12/2020	3/16/2020	3/5/2020
MARCH	Miami	3/22/2020	3/19/2020	3/23/2020	3/12/2020
MARCH	Texas	3/29/2020	3/26/2020	3/30/2020	3/19/2020
APRIL	Bristol	4/5/2020	4/2/2020	4/6/2020	3/26/2020
APRIL	Richmond	4/19/2020	4/16/2020	4/21/2020	4/9/2020
APRIL	Talladega	4/26/2020	4/23/2020	4/27/2020	4/16/2020
MAY	Dover	5/3/2020	4/30/2020	5/4/2020	4/23/2020
MAY	Martinsville	5/9/2020	5/6/2020	5/11/2020	4/29/2020
MAY	Charlotte	5/24/2020	5/21/2020	5/25/2020	5/14/2020
MAY	Kansas	5/31/2020	5/28/2020	6/1/2020	5/21/2020
JUNE	Michigan	6/7/2020	6/4/2020	6/8/2020	5/28/2020
JUNE	Sonoma	6/14/2020	6/11/2020	6/15/2020	6/4/2020
JUNE	Chicago	6/21/2020	6/18/2020	6/22/2020	6/11/2020
JUNE	Pocono	6/27/2020	6/24/2020	6/29/2020	6/17/2020
JULY	Indianapolis	7/5/2020	7/2/2020	7/7/2020	6/25/2020
JULY	Kentucky	7/11/2020	7/8/2020	7/12/2020	7/1/2020
JULY	New Hampshire	7/19/2020	7/16/2020	7/20/2020	7/9/2020

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AUGUST	Michigan	8/9/2020	8/6/2020	8/10/2020	7/30/2020
AUGUST	Watkins Glen	8/16/2020	8/13/2020	8/17/2020	8/6/2020
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NOVEMBER	SEMA	11/3/2020	10/31/2020	11/4/2020	10/24/2020
NOVEMBER	Phoenix	11/8/2020	11/5/2020	11/9/2020	10/29/2020

**TWO UNIQUE EDITIONS PER WEEK  
EMAILED DIRECTLY TO SUBSCRIBERS**

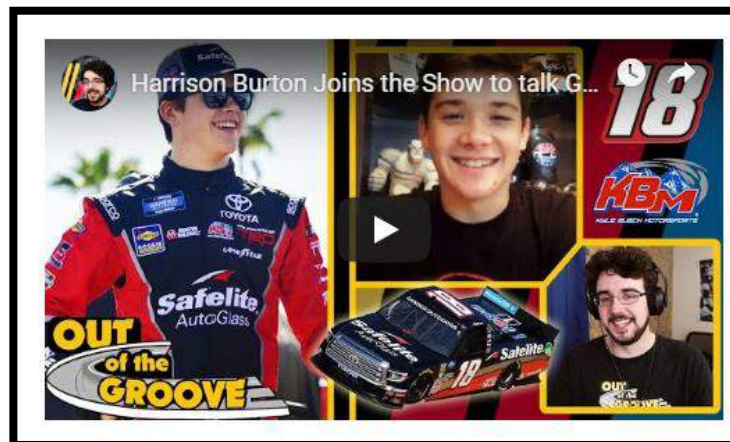
ROAR! is published twice weekly and distributed to 90,000 subscribers.

- Preview on Thursdays
- Review on Mondays



The #1 NASCAR content creator on YouTube, Eric Estepp hosts OUT OF THE GROOVE, a twice weekly talk show covering news and trending topics in the NASCAR fan community. As the top creator in the community, Eric is a major driver of the sport's online conversation each week. His content is exclusively provided by Pole Position.

- Coverage includes NASCAR Cup Series, Xfinity Series, Gander Outdoors Trucks, ARCA-K&N
- New episodes appear twice weekly



## Sharable & Actionable Native Content Opportunities

- Native Video Segment
- Custom Video Episode
- On-Air Availability
- Product Placement
- Social Contests



## BY THE NUMBERS

95,000  
Subscribers

1 Million+  
Monthly  
Social  
Impressions

750,000  
Monthly  
Views

## LEARN MORE IN THE ENGINE ROOM >>>

Program Overview | [link](https://polepositionmag.com/out-of-the-groove/) | <https://polepositionmag.com/out-of-the-groove/>

Case Study: Permatex | [link](https://ae-engine.com/permatex-shines-with-landon-cassill-on-out-of-the-groove/) | <https://ae-engine.com/permatex-shines-with-landon-cassill-on-out-of-the-groove/>

Modern NASCAR Fan | [link](https://ae-engine.com/roar-magazine-viewers-guide-for-the-modern-mobile-nascar-fan/) | <https://ae-engine.com/roar-magazine-viewers-guide-for-the-modern-mobile-nascar-fan/>

Watch an Episode of Out of the Groove

<https://www.youtube.com/user/DoubleEdu>

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FEB	Daytona	2/16/2020	2/12/2020	2/16/2020
FEB	Las Vegas	2/23/2020	2/19/2020	2/23/2020
FEB	California	3/1/2020	2/26/2020	3/1/2020
FEB	Phoenix	3/8/2020	3/4/2020	3/8/2020
MARCH	Atlanta	3/15/2020	3/11/2020	3/15/2020
MARCH	Miami	3/22/2020	3/18/2020	3/22/2020
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JULY	Indianapolis	7/5/2020	7/1/2020	7/5/2020
JULY	Kentucky	7/11/2020	7/8/2020	7/12/2020
JULY	Hampshire	7/19/2020	7/15/2020	7/19/2020

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AUG	Michigan	8/9/2020	8/5/2020	8/9/2020
AUG	Watkins Glen	8/16/2020	8/12/2020	8/16/2020
SEPT	Dover	8/23/2020	8/19/2020	8/23/2020
SEPT	Daytona	8/29/2020	8/26/2020	8/30/2020
SEPT	Darlington	9/6/2020	9/2/2020	9/6/2020
SEPT	Richmond	9/12/2020	9/9/2020	9/13/2020
OCT	Bristol	9/19/2020	9/16/2020	9/20/2020
OCT	Las Vegas	9/27/2020	9/23/2020	9/27/2020
OCT	Talladega	10/4/2020	9/30/2020	10/4/2020
OCT	Charlotte	10/11/2020	10/7/2020	10/11/2020
NOV	Kansas	10/18/2020	10/14/2020	10/18/2020
NOV	Texas	10/25/2020	10/21/2020	10/25/2020
NOV	Martinsville	11/1/2020	10/28/2020	11/1/2020
NOV	Phoenix	11/8/2020	11/4/2020	11/8/2020

## TWO UNIQUE EDITIONS PER WEEK

Out of the Groove is produced twice weekly.

- Preview on Thursdays
- Review on Mondays





**In 2020, more than 225,000 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.



**In 2020, sampling events will take place at the following tracks during Cup Series weekends:**

- February** | Daytona International Speedway
- May** | Charlotte Motor Speedway
- June** | Pocono Raceway
- September** | Darlington Raceway
- October** | Talladega Superspeedway

**LEARN MORE HERE >>>**

**Overview of the program | [link](#) |**

<http://www.polepositionmag.com/sampling/>

**YouTube Takeover | [link](#) |**

<https://ae-engine.com/lessons-from-youtube-community-takeover-of-trackside-sampling/>

**Secrets to a Sampling Bag | [link](#) |**

<https://ae-engine.com/how-you-can-turn-nascar-fans-into-super-happy-nascar-fans/>



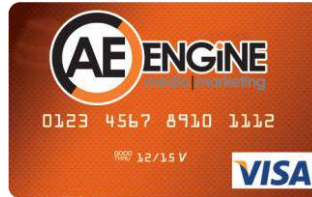




TRACKSIDE  
SAMPLING

# EVENT ACTIVATION | Getting your brand in the hands of the fans





## 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

*The combination of our YouTube platform and ROAR! digital magazine, a twice-weekly magazine, digitally pushes your message to core NASCAR fans.*



## 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 conceives, 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 36 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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