

Promote your business, event, track, or publication on *the trusted source* for racetrack information...

SPEEDWAYSONLINE.COM.

Three easy steps to start connecting with new customers;

1. **Choose Ad Size:** we offer a variety of sizes to choose from to deliver your message.

2. **Placement:** place your banner ad on the homepage, or select one of our information pages.

3. **Duration:** choose how long you would like your ad to display.

CALL TODAY 847-853-0294

or email;

mcfrost@speedwaysonline.com

**ASK ABOUT OUR NEW EVENTS
SECTION...AVAILABILITY IS
MOVING FAST!**

National Speedway Directory
909 Seneca Road | Wilmette, IL 60091

SPEEDWAYSONLINE.COM TRAFFIC SNAPSHOT

SPEEDWAYSONLINE.COM connects you with racers, fans, tracks owners, and promoters. With the launch of our event section, it has quickly become a popular section of the website. The following is the average monthly web traffic details for SpeedwaysOnline.com (June 2012 - June 13).

KEY TRAFFIC INFORMATION

MONTHLY VISITS: 10,500

MONTHLY PAGEVIEWS: 39,500

OVAL TRACKS PAGE (PAGEVIEWS/MONTH): 4,150

EVENTS SECTION (PAGEVIEWS/MONTH): 880

Users spend an average of 4+ minutes on website

SPEEDWAYSONLINE.COM has a strong loyal audience.

Data is courtesy of  Google Analytics

83,778 people visited this site

Visits

136,421

Unique Visitors

83,778

Pageviews

511,416

Pages / Visit

3.75

Avg. Visit Duration

00:03:59

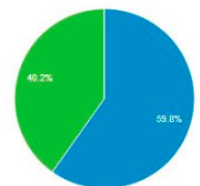
Bounce Rate

47.17%

% New Visits

59.74%

■ New Visitor ■ Returning Visitor



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BANNER AD SPECS

The screenshot shows the homepage of the National Speedway Directory website. At the top is a navigation bar with links: TRACK FINDER, EVENTS, MOTORSPORTS, NEWS, ABOUT, DIGITAL, BUY. Below this is a large banner area with a collage of images and text: "LOOK FOR NSD AT ANY TRACK OR EVENT...ANYTIME ANYWHERE". Below the banner is a "RACE CALENDAR" section with a table of upcoming events. Further down is a "FEATURED TRACKS" section with cards for Eldora Speedway, Putnam Park Road Course, Chicagoland Speedway, Charlotte Motor Speedway, and Lucas Oil Speedway. Below that is a "SPONSORS" section with ads for Hoosier Racing Tire, GoPro, VP Racing Fuels, and RTBC 2013. The bottom of the page shows social media links and a footer with the website's name and address.

RACE CALENDAR	
THU 9/26	Knoxville Raceway Knoxville, Iowa Lucas Oil Late Model Dirt Series
FRI 9/27	Knoxville Raceway Knoxville, Iowa Lucas Oil Late Model Dirt Series
SAT 9/28	Canyon Speedway Park Peoria, Arizona USAC Southwest Sprint Car Series
SAT 9/28	Ventura Raceway Ventura, California USAC Western Midgits
FRI 9/27	Lucas Oil Speedway Wheatland, Missouri Lucas Oil ASCS Sprint Car Series
SAT 9/28	Canyon Speedway Park Peoria, Arizona USAC West Coast Sprint Series

FEATURED TRACKS	
Eldora Speedway Location: Rossburg, Ohio Length: 1/2 mile Surface: Dirt Website: Website	Putnam Park Road Course Location: Greencastle, Indiana Length: 1.78 mile Surface: Paved
Chicagoland Speedway Location: Joliet, Illinois Length: 1.5 mile Surface: Paved Website: Website	Charlotte Motor Speedway Locations: Concord, North Carolina Length: 2 1/2 mile
Lucas Oil Speedway Location: Wheatland, Missouri Length: 3/8 mile Surface: Dirt Website: Website	

SPONSORS	
Hoosier RACING TIRE To contact your nearest distributor www.hoosiertire.com "TIRES DESIGNED FOR CHAMPIONS"	GoPro Be a HERO. World's Most Versatile Camera™ BUY NOW
VP Racing Fuels MORE POWER. COOLER TEMPS. MORE CONSISTENT. VPRacingFuels.com	RTBC 2013 RACE TRACK BUSINESS CONFERENCE December 11, 2013 Indianapolis, IN

Promote your business here!



250 X 250

250 X 250

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BANNER AD SPECS - TRACK LISTINGS

The screenshot shows the National Speedway Directory website. The header includes the site logo and navigation links: TRACK FINDER, EVENTS, MOTORSPORTS, NEWS, ABOUT, DIGITAL, and social media icons. A secondary navigation bar lists track types: OVAL TRACKS, DRAGSTRIPS, ROAD COURSES, MOTOCROSS, KART TRACKS, and FIGURE 8. The main content area displays a grid of track listings. Each listing includes the track name, location, category, length, surface, and a website link. Some listings feature logos for MCA RACING or RACECEIVER. On the right side, there is a 'RACE TRACK LOCATOR' section with search filters for 'SEARCH BY STATE', 'SEARCH BY TYPE', 'SEARCH BY RACE DAY', and 'CUSTOM SEARCH'. The 'CUSTOM SEARCH' section shows three red buttons, each labeled '250 X 75'. Two black arrows point from the text 'Promote your track here!' to the bottom right of the website screenshot.

Promote your track here!

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BANNER AD SPECS - EVENTS PAGE

NATIONAL SPEEDWAY DIRECTORY - THE SOURCE FOR RACE TRACKS

UPCOMING EVENTS

Day	Date	Track	Location	Series
FRI	9/20	Virginia Motorsports Park	Petersburg, Virginia	X-Treme Drag Racing League
FRI	9/20	Eldora Speedway	Rossburg, Ohio	WoO Sprint Cars
FRI	9/20	Bristol Dragway	Bristol, Tennessee	NHRA Lucas Oil Series
FRI	9/20	Berlin Raceway	Marne, Michigan	WoO Late Model Series
FRI	9/20	Brownstown Speedway	Brownstown, Indiana	Lucas Oil Late Model Dirt Series
FRI	9/20	Kentucky Speedway	Sparta, Kentucky	ARCA Late Models
FRI	9/20	Elko Speedway	Elko, Minnesota	ARCA Midwest Tour
SAT	9/21	Virginia Motorsports Park	Petersburg, Virginia	X-Treme Drag Racing League
SAT	9/21	Texas Motorplex	Ennis, Texas	

EVENT FINDER

SEARCH BY DATE

Sort by Month
Select a month

Or, Sort by Weekday
Select a day

Or, select by date
Start Date: September 17
End Date: September 18

SEARCH

SEARCH BY STATE

SEARCH BY SANCTION

SEARCH BY CAR TYPE

250 X 75

Promote your event here!