

***SPEED  
SPORT***

**2024 MEDIA GUIDE**

# America's Motorsports Authority for 90 Years

Since 1934 we've been there. From the board tracks of New Jersey to the high banks of Daytona - SPEED SPORT has been and remains America's Motorsports Authority. And with an enduring ethos of accurate, credible motorsports journalism, SPEED SPORT stands alone as the oldest, most trusted source for racing news.

Generations of motorsports fans have relied on SPEED SPORT for the information, stories, and insight that fuels their passion. Today's generations rely increasingly on television and digital media, and SPEED SPORT has adapted with the times leading the industry by delivering its award-winning content through print, web, social media, streaming and television and media platforms.

And with the 2023 launch of SPEED SPORT 1 - the motorsports television network, SPEED SPORT is poised to celebrate its 90th anniversary as the undisputed leader in motorsports media.



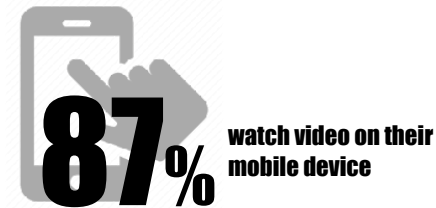
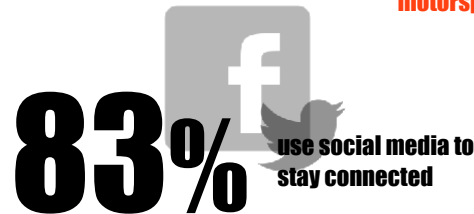
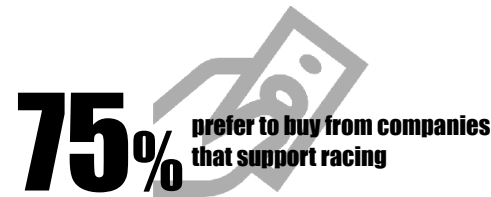
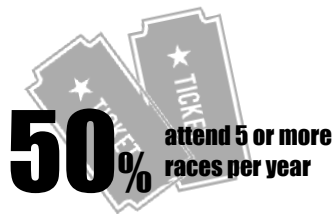
UPDATE LOGOS IN TEMPLATE



# The *SPEED SPORT* Audience

UPDATE FONTS

The *SPEED SPORT* audience is mature, engaged and in a position to spend money on products and services that are relevant to them. They are racers, gear heads, outdoor enthusiasts and general sports fans. There's a reason the biggest consumer brands like GEICO, Procter & Gamble, Amazon, Progressive, Ford, Chevrolet and Toyota invest in motorsports - they know that motorsports fans passionately engage with the brands that fuel their passion.



**SPEED  
SPORT**

ijvet

\* BASED ON SPEED SPORT AUDIENCE SURVEY

**SPEED  
SPORT** 

# Unprecedented Access and Reach

Through its multiple media platform and television network, SPEED SPORT brings unprecedented access to the exciting world of motor racing, with behind-the-scenes insights, telling the stories of those who dedicate their lives to the craft, both on the track and off.

With a 90-year history as America's motorsports authority, SPEED SPORT will utilize its reach and relationships to integrate marketing and promotional opportunities across its digital, editorial, and media properties, promoting when and where LIVE MOTORSPORTS can be found!

## SPEED SPORT's motorsports platforms:

- **DIGITAL:** SPEEDSPORT.com reaches over 1 million users per month
- **EVENTS:** Over 5 million race fans were reached through SPEED SPORT associated events in 2022
- **EDITORIAL:** SPEED SPORT enjoys a loyal, engaged base of over 50,000 subscribers across its daily and weekly premium newsletters, crafted by the largest pool of hall of fame and award-winning motorsports writers and photographers.
- **SOCIAL:** SPEED SPORT's various social sites (Facebook, Twitter, YouTube, etc.) boast nearly 500,000 followers and collectively account for 50% of the traffic driven to SPEEDSPORT.com...a demonstration of the platform's engagement and loyalty.
- **SVOD:** SPEED SPORT 2 and its over 100 individually-branded channels streamed 2500 events in 2022, reaching 70,000 subscribers and delivering 1.15 million hours of live stream views.
- **TELEVISION:** SPEED SPORT is launching the definitive FREE motorsports television network SPEED SPORT 1 in 2023. With an emphasis on live and fresh motorsports events, news and lifestyle programming, SS1 will be the leader in motorsports television.



# MEDIA PLATFORMS

## (CONTENT IS KING)

UPDATE FONTS



## TELEVISION

- **SPEED SPORT 1**, the new free, ad supported television network dedicated to live and fresh motorsports content, launches Q3 2023. Featuring over 400 live events per year, plus SPEED SPORT studio shows, news, analysis and more, SS1 is the motorsports network that fans have been craving for nearly a decade.



## DIGITAL

- SPEEDSPORT.com
- SPEED SPORT 2
- The SPEED SPORT DAILY
- Social Media



## PRODUCTIONS

- SPEED SPORT Presents
- The Ralph Sheheen Show
- The SPEED SPORT Podcast Network
- Custom product, personality or company videos
- Complete in-house studio and editing suite
- Full race productions capabilities



## EVENTS

- SPEED SPORT keys-in on “tent-pole” motorsports events, such as the Chili Bowl, the Knoxville Nationals, the World Finals and others with its marquee “LIVE From” programs, high-profile content-gathering and marketing footprints.

**SPEED  
SPORT**

ijvet





# DIGITAL MEDIA

UPDATE CREATIVE

## The Online Motorsports Authority

**SPEEDSPORT.com** is the destination for motorsports news 24/7

With content updated 24/7, our readers return throughout the day for the latest, most accurate racing news and information. With a simple, straightforward design dedicated to ease-of-use and efficient content delivery, advertisers can trust their campaigns won't get lost in the clutter of other sites.

With over 50% of our traffic accessing **SPEEDSPORT.com** via their mobile devices, we've optimized the site to work on any size screen, making for a seamless user experience from desktop to mobile phone!

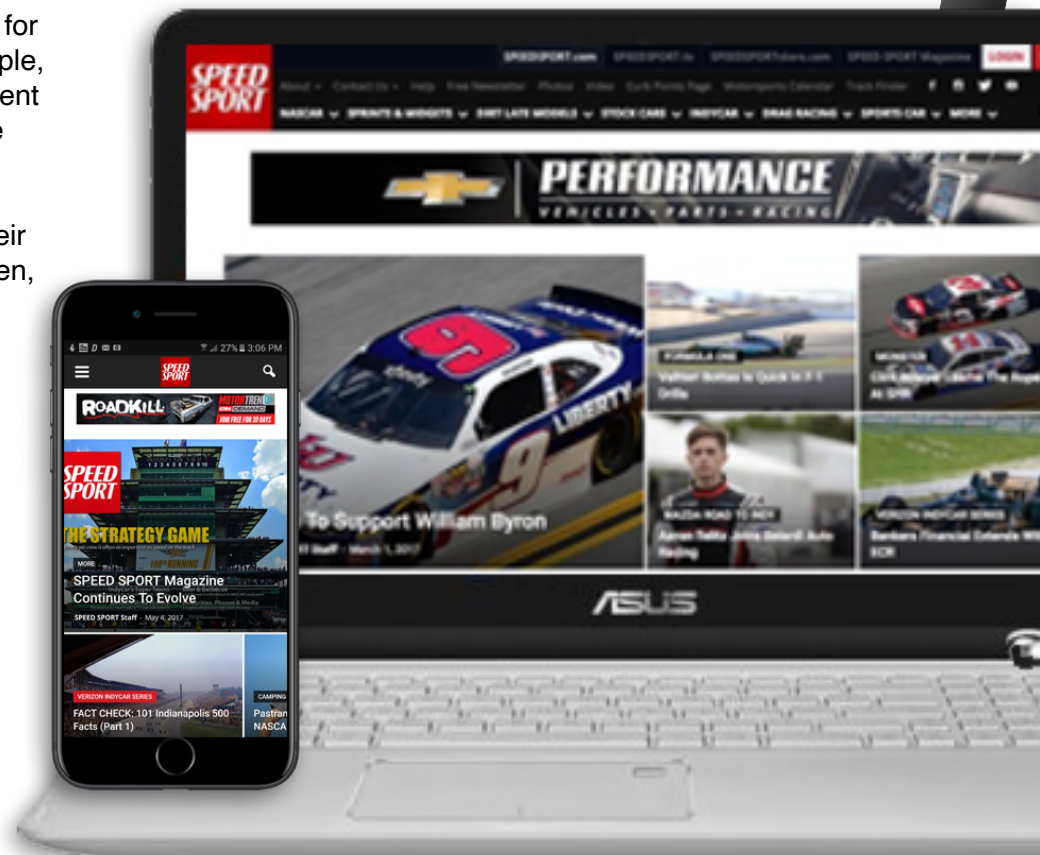
### Online Advertising Includes:

- *Third party verification and trafficking*
- *Geo-targeting available*
- *Provide your own tags or remote ad code at no extra cost*
- *Creative services available at extra cost*
- *Premium, high-impact and video ad campaigns available*

### BY THE NUMBERS

**1,000,000** pageviews/mo. **33%** visit daily

[www.SPEEDSPORT.com](http://www.SPEEDSPORT.com)





# DIGITAL MEDIA

## Email Marketing Opportunities

Exposure and Results Delivered Daily

The SPEED SPORT Daily delivers news and race results every morning, seven days a week. Subscriptions are free. Open rates are as high as 50%, making it one of the most effective email advertising platforms available.

Like the SPEED SPORT website, The Daily provides timely, relevant content in a straightforward, easy-to-use way. Readers trust SPEED SPORT and rely on The Daily to keep them up on the latest news.

The Daily is an effective platform that motorsports fans engage with on a repeat basis. Act quickly, it sells out fast!

Creative Specifications

- Double Leaderboard 728px wide x 180px tall
- E-Blast (dedicated email to our Daily subscriber list) 1028px x 2800px

BY THE NUMBERS

**40,000** active subscribers

**20%** open rate

UPDATE CREATIVE







# DIGITAL MEDIA

## Effective Social Media Campaigns

Engagement and Activation Alongside Content You can Trust

Needs updated creative, screenshots of campaigns

SPEED SPORT enjoys massive engagement across all major social media platforms. Our professional social media team hand-curates engaging, custom content and tailors it to the platform - assuring quality impressions, real engagement and high conversion rates for our partner brands.

As part of an integrated strategy, social media can greatly expand the reach and impact of your overall media campaign and provide valuable, direct engagement with your brand.

Consult with our sales professional to discuss including social media into your SPEED SPORT media plan.

### Integrated Social Media

We will utilize our extensive social media presence to help drive your brand further and assure maximum exposure for your campaign.



UPDATE icons/platforms





# 2023 Digital Advertising Rates

Item	Rates	Description
<b>Website Banner Ads</b>	\$10 CPM ROS \$25 CPM targeted \$50 high-impact or video	IAB Standard 300x250, 728x90, 300x100
<b>Newsletter (The Daily)</b>	Banner - \$1,500/month Title Sponsor - \$24,000/year limited availability	728x180
<b>Section Takeover</b>	\$2,500/mo	All pages within section. Wings and leaderboard
<b>Email Blasts</b>	custom dedicated send to our highly engaged list of 40,000 subscribers	\$1,000 per send, max 4/month Customer provided html or creatives. Creative services extra
<b>Social Media Campaigns</b>	custom-crafted sharing, posts, content creation, boosted posts, targeting, etc.	e.g. Instagram & Stories (\$250/each) FB video - \$350/post Instagram Reel - \$300/post News Shorts- \$500 and up (e.g. Gas & Go, Fight for the Flag, etc.)





# Original Productions

In addition to SPEED SPORT's pipeline of LIVE events, and fresh racing content, SPEED SPORT produces a mix of weekly news, information and highlight shows, as well as marquis originals like Race Night Live, The Ralph Sheheen Show and LIVE From.

This programming, along with SS1's massive top-tier FAST distribution, presents unprecedented opportunities for exposure and engagement for brands. And as a digital only network, advertising partners will get the benefit of precision analytics and viewership data.

## UPDATE LOGOS/DESCRIPTIONS



A live and lively studio show goes coast to coast showcasing the best live racing events every Friday and Saturday night showcasing the very best American stock car, sprint car, grassroots, off-road, formula and road racing.



A weekly prime-time news program dedicated to delivering the insider information and analysis like only SPEED SPORT can do.

CHANGE TO TORN FROM THE HEADLINES



From Front engine dragsters to the Hydroplanes that thundered on the rivers of the Midwest. From rugged high desert thrills to blinding speeds on the famed Mulsanne straight. From two wheeled flat track glory to World Champion, "Glory Days" is the chronicle of the racing's history, traditions, and glory.



Motorsports broadcast veteran Ralph Sheheen visits with the stars of racing, rock & roll and more in this lively, informative 30 minute show!



RED MEAT for race fans - the SPEED SPORT 1 chefs hand-select the very best of the previous weeks' events to produce a flavor-packed 30 minutes of sizzling racing action!



Going live to get fans behind the scenes at the biggest motorsports events in the world!

Talk to your sales rep for complete show treatment, pricing and more information.



# 2023 Television Advertising Opportunities & Rates

Program	Scheduled Episodes	Sponsorship Opportunities
<b>Race Night Live</b>	3 hour weekly live race showcase. Saturdays in primetime.	<b>PRESENTING SPONSOR:</b> Season-long. 20 episodes available in 2023. \$10,000/episode <b>SEGMENT SPONSOR:</b> 8 per show, each run 3x per episode. \$2500/episode <b>HIGHLIGHT SPONSOR:</b> 3 per episode ("Best Finish, Best Battle, etc.) \$1000/episode
<b>Prime Cuts</b>	8 weekly episodes. 1 hour prime time	<b>PRESENTING SPONSOR:</b> 8 episodes available per week. \$1000/episode (16 episode minimum) <b>SEGMENT SPONSOR:</b> 4 per show, each run \$500/episode (16 episode minimum) <b>BRANDED HIGHLIGHT SPONSOR:</b> 1 per episode ("Best Finish, Best Battle, etc.) \$250/episode (16 episode minimum)
<b>The Ralph Sheheen Show Fast Car to NASCAR</b>	1 hour weekly prime-time news/talk format with celebrity guests	<b>PRESENTING SPONSOR:</b> \$5,000/episode (8 episode minimum) <b>SEGMENT SPONSOR:</b> 8 per show, each run \$1,000/episode (12 episode minimum) <b>HIGHLIGHT/SPECIALTY SEGMENT SPONSOR:</b> 4 per episode ("Best Finish, Best Battle, etc.) \$2500/episode (12 episode minimum)
<b>Legends of Racing</b>	1 hour weekly prime-time history, perspective and insight into the glory days of racing	<b>PRESENTING SPONSOR:</b> Season-long. 16 episodes available in 2023. \$5,000/episode (8 episode minimum) <b>SEGMENT SPONSOR:</b> 8 per show, each run \$1,000/episode (12 episode minimum) <b>HIGHLIGHT/SPECIALTY SEGMENT SPONSOR:</b> 2 per episode ("Best Finish, Best Battle, etc.) \$500/episode (8 episode minimum)
<b>SPEED SPORT LIVE From</b>	America's Pre-Race Show! LIVE news, analysis and interviews from the biggest events in motorsports	<b>PRESENTING SPONSOR:</b> Season-long. 8 episodes available in 2023. \$10,000/episode (4 episode minimum) <b>SEGMENT SPONSOR:</b> 8 per show, each run \$2,500/episode (12 episode minimum) <b>HIGHLIGHT/SPECIALTY SEGMENT SPONSOR:</b> 2 per episode ("Best Finish, Best Battle, etc.) \$500/episode (8 episode minimum)
<b>SPEED SPORT Daily News</b>	Short form (2 min) daily news break - runs 8 x throughout the day, each day.	<b>PRESENTING SPONSOR:</b> Season-long. 100 episodes available in 2023. \$1,000/episode (4 episode minimum)



***SPEED  
SPORT***