

2 0 2 3 M E D I A K I T

Racing **JUNK**
.com[®]

DIVISION OF INTERNET BRANDS AUTO GROUP CLASSIFIEDS

OTHER PROPERTIES

OLD RIDE
.COM



HOTROD *Hotline*
.com

THE FASTEST WAY TO REACH YOUR CUSTOMERS

Internet Brands®
AUTOMOTIVE GROUP



Internet Brands Automotive Group encompasses every niche of the auto universe. Our strategy unites industry-leading new and used sales, collector classifieds, and communities of auto enthusiasts in a comprehensive market portfolio. Internet Brands Automotive Group is consistently recognized as one of Comscore's Top 6 overall automotive companies.

Launched in 1999 as a single site, RacingJunk is now the flagship of Internet Brands Automotive Classifieds – a network of motorsports classified & news sites including CollectorCarNation.com, HotRodHotline.com, & OldRide.com. Our portfolio of sites reaches into nearly every motorsports community – from performance and classics to bikes and powersports. If it has an engine we have the audience for you to sell to.



*Racing & Street Performance,
Vehicles & Parts*



*Classic Cars & Trucks,
Muscle Cars & Street Rods*



*Hot Rods, Street Rods,
Muscle Cars*



*Antique &
Collector Cars*

Whether you want to sell directly to purchase-primed online shoppers or build your brand with core motorsports enthusiasts and power sports communities, Internet Brands Auto Group Classifieds will deliver the access your business needs.

Internet Brands Automotive Group understands the unique challenges and opportunities of the vertical, and has an unsurpassed ability to create innovative placements, products and campaigns for its clients.

Contact us at **autoclassifieds@internetbrands.com**

call **866-326-9227** toll free or **413-663-3496**

REACH

13.2 million+
monthly
page views



1 million+
visits/month



550,000+
unique visitors/month



5:39

average
session duration



15.34
pages per session



940,000+
registered users



360,000+
email addresses

SOCIAL MEDIA



289,000+
Social Media
Followers



189,000+



78,000+

RacingJunk is #1 Ranked for search terms related to sale of:

- Asphalt late model
- Chassis dyno
- Dirt race cars
- Dirt track cars
- Dirt track race car
- Drag cars
- Drag engine
- Drag race car
- Dragster
- Hot rod projects
- IMCA dirt modified
- Late model race car
- Legend cars
- Off road jeeps
- Open race car trailer
- Oval dirt track
- Race engines
- Race trailers with living quarters
- Racing go karts
- Road race cars
- RV toter
- Sprint cars
- Stacker trailer
- Toterhome
- Truck and trailer combo
- Turbo ls engine
- Used circle track engines
- Used enclosed race car trailers
- Used race car parts
- Used race cars
- Used race engines
- Used race trailers
- Used toterhomes



REACH



14.4+ million
monthly
page views



4.37
pages per session



1 million+
registered users



448,000+
email addresses



5:02
average
session duration

**AUDIENCE
DEMOS**

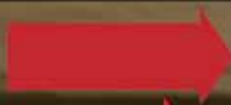


Male
81.21%



Female
18.79%

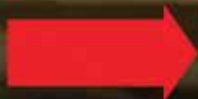
**MEDIA
ENGAGEMENT**



54.27% Mobile



4.57% Tablet



41.16% Desktop

Banner Advertising

Pricing starts at \$3.50/CPM*

Options Include:

- Run Of Site
- Category Targeting
- Geo-targeting
- Most Recent & Popular Ad Targeting
- News & Tech Targeting

Available sizes:

- 728x90
- 300x250
- 300x70
- 320x50
- 160x600
- 300x600

The image shows a computer monitor displaying the RacingJUNK.com website. At the top, the site's navigation bar includes 'Classifieds', 'Most Recent Ads', 'News & Events', 'Forum', 'Store', 'Giveaways', 'Partners', 'Biz Directory', 'Sell', 'Log In', and 'Join Free'. A prominent banner at the top of the page reads 'IN THE RACE FOR QUALITY...THERE IS NO FINISH LINE! COMPLETE RACE CARS - PERFORMANCE PARTS'. Below this, the main content area is titled 'Trailers and Tow Vehicles' and features several listings, including a '2011 Chevy Express 4500 Box Truck' for \$18,895 and a '2000 Ford Super Duty' for \$29,000. To the right of the listings is a large advertisement for 'UNION MACHINE PRODUCTS' featuring 'HIGH PERFORMANCE OILING & COOLING PARTS'. Below that is an ad for 'JASON DITSCHE TRAILER SALES' with a phone number '419-298-0777'. At the bottom of the monitor, there is an ad for 'HCR'S TRUCKS AND TRAILERS' with a phone number '800-230-8920'. In the foreground, a smartphone displays a mobile version of the website, featuring a red banner for 'QUICK PERFORMANCE' with the text 'FOR ALL OF YOUR DRAG RACING NEEDS' and the phone number '515-232-0126'. The website URL 'www.quickperformance.com' is also visible on the phone screen.

Ask us about banner ads on our automotive group forum sites!

*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

Sponsored Page Wraps

Pricing starts at
\$250/mo for 25%
Share of Voice

Pricing starts at
\$750/mo for 100%
Share of Voice

\$10/CPM for
ROS Impressions

OR

No Set Share

*Quick turn-around Graphic
Design services provided
FREE of charge, saving your
business time and money!



Holley
PROVEN
PACKAGES *BOLT-ON PERFORMANCE!*

2000 Horsepower, 427ci LSX Turbo Buellard 82mm NLS Engine
\$65,000

2000 Horsepower, 427ci LSX Turbo Buellard 82mm NLS Engine
\$65,000

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\$65,000

2000 Horsepower, 427ci LSX Turbo Buellard 82mm NLS Engine
\$65,000

Business Packages

Use our classifieds and your RacingJunk.com business storefront to build your brand and sell direct!

Ad packages starting at \$55/month

- Level 1 – 2 Ads
- Level 1.5 – 5 Ads
- Level 2 – 10 Ads
- Level 3 – 20 Ads
- Level 4 – 50 Ads
- Level 5 – 100 Ads
- Level 6 – 200 Ads

Elite Motorsports, LLC., Wynnewood, Oklahoma Current list of items for sale - 28 listings

Sort By: TIME: NEW TO OLD

FEATURED



2002 T&E Aluminum Broke Wall Stacker Tag, Loaded, Genera
A/C, Arrow Awning, Available Today
2002 T&E Aluminum Broke Wall Stacker Tag, Custom Interior Hydraulic Lift...

Posted Today, 12:50 AM

\$0
Wynnewood, OK

FEATURED



2012 Showhauler / Volvo Triple Slide, 40K Miles, Loaded
Lots of Sleeping Room, Available Today
2012 Showhauler/Volvo Triple Slide, Sleeper Bunk Over Cab, Sleeper Sofa,...

Posted Today, 12:00 AM

\$0
Wynnewood, OK

FEATURED



2021 Verona LE Triple Slide, 19K Miles, Immaculate
Tile Floors, Fireplace, Beautiful Colors.
2021 Verona LE Triple Slide M2, Power Awning, Tile Floors, Fireplace, 4,...

Posted Today, 12:50 AM

\$0
Wynnewood, OK



BUSINESS INFORMATION

+18886642727
Elite Motorsports, LLC.
26058 NCR 3249
Wynnewood, Oklahoma 73098
[Business Website](#)
[Send Message](#)
[Add to favorite businesses](#)
Elite Motorsports, LLC is your Premier Dealer for all your Motorsports transportation needs. Elite offers a wide variety of Coachs, Special New and Cars, and have an industry profess that will Premium don't N you put Coach, Race n



BUSINESS INFORMATION

+1 888 664 2727
Elite Motorsports, LLC.
26058 NCR 3249
Wynnewood, Oklahoma 73098

RacingJUNK.com

WORLD'S #1 RACING & PERFORMANCE MARKETPLACE

Email and Direct Mail Marketing

Email campaigns start at \$25/CPM with 365,000+ Opt-in names. +\$150 set up fee*

Year/Make/Model Ownership email database starting at \$50/CPM – \$500 minimum +\$150 set up fee*

Ask us about email campaigns on our automotive group forum sites!

Holley
LS Fest
TEXAS

PRESENTED BY:
ebay motors

JUNE 17-18, 2022

DRAG RACING • AUTOCROSS • DRIFTING
BURNOUTS AND MORE!

REGISTER HERE >
SPECTATOR TICKETS HERE >

*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

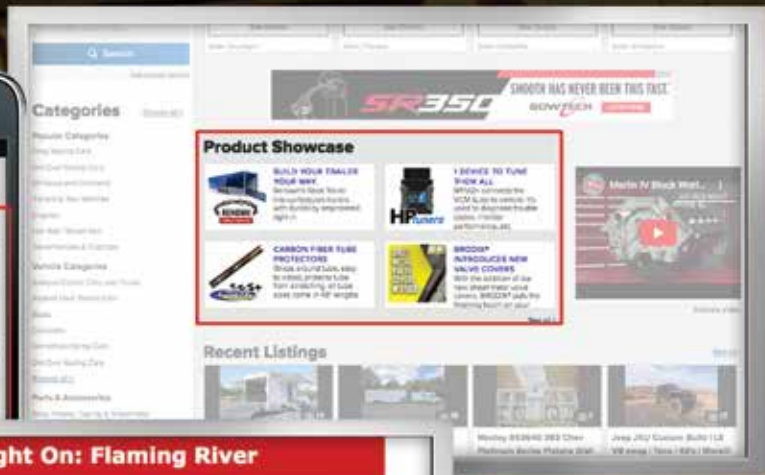
Product Promotion

- Product Showcase \$500/mo*
- Above the fold location on the homepage

Newsletter Sponsorship

Sponsor the RacingJunk.com newsletter reaching over 144,000+ customers – \$500*

*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

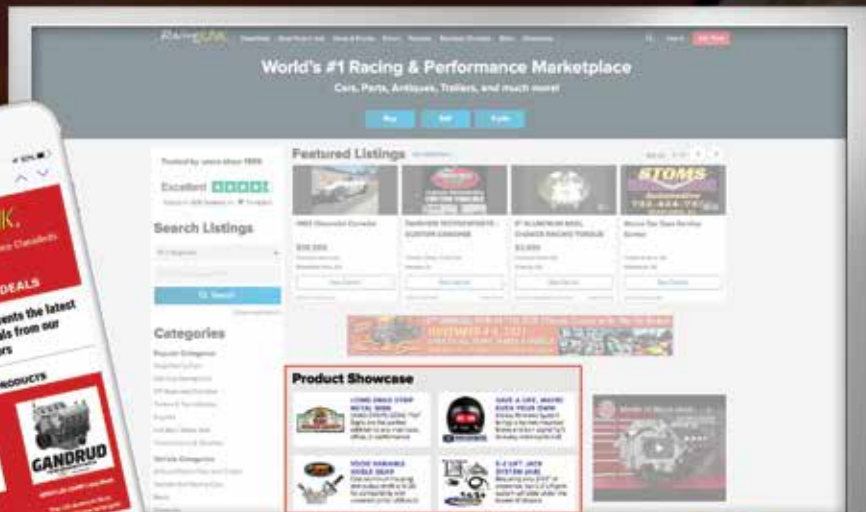


Trade Show Sponsorship

- Logo Inclusion on a Poster distributed at SEMA and PRI
- Logo on 4,000+ t-shirts given away at PRI
- Top Gear First Gear Advertising Package for 3 months*
- Inclusion in four quarterly product promotion email blasts to our Hotlist of 150,000+ of our most engaged opt-in members in 2023*

Valued over \$15,000

*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!



Editorial Coverage

News & Tech
from RacingJunk.com

Sponsored Content –
\$500/article

Boost your brand awareness,
share how-to expertise, and
promote products with Sponsored
Content on RacingJunk.com!

Examples of our top-performing
Sponsored Content include:

- Product demonstration videos and articles
- Vehicle walk-throughs
- Company profiles illustrating where you fit in the enthusiast community
- Race, show, and event features
- Shop tours – our users love seeing where/how their performance parts are made!

NEWS



Today's Cool Car Find is this 1974 Ford Ranchero for \$19,500

Today's CCF is a Ranchero with a BBF ready to roll.



[Gallery] Joey Doggs Car Show

Our very own Big Al took some great shots at the Joey Doggs Cruise In.



[VIDEO] American Muscle: 2024 Ford Mustang Reveal from the 2022 Detroit Auto Show

Our buddy Justin, from American Muscle, headed over to Michigan for the 2022 Detroit Auto Show unveiling of the 7th generation 2024 Ford Mustang.



mcleodracing.com **SHOP NOW**

CLASSIFIEDS



2022 46' VINTAGE
OUTLAW RACE TRAILER
[...]

© Sep 15, 2022



LOADED DICE SPEED
SHOP

© Nov 10, 2021



2001 Kenworth T2000
with Heavily Up [...]



2002 Renegade 36'
Motorhome/Toterho
[...]

OLDRIDE

YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

Banner Advertising

Desktop banners starting at \$4.25 ROS*

Mobile Banners starting at \$3.00/CPM*

Available sizes:

728x90

300x250

160x600

300x600

250x60

320x50

The image shows a desktop monitor and a smartphone displaying the OldRide website. The desktop screen shows a listing for a 1955 Chevrolet Bel Air for \$57,500. The smartphone shows a mobile version of the site with a list of cars for sale, including a 1961 Ford Executive Pickup for \$24,250 and a 1966 Ford Pro Street F2 Pickup for \$38,500. A banner for 'OldRide' is also visible on the phone screen.

*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

OLDRIDE

YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

Email Marketing and Newsletters

Email campaigns
start at \$30/CPM
reaching 29,000+ opt-in
names
+\$150 set up fee*

Weekly Newsletter – \$250
advertorial content
reaching 40,000+ opt-in
names*

*Quick turn-around Graphic Design services
provided FREE of charge, saving your
business time and money!



WIN THIS
CAMARO
SS
DREAM GIVEAWAY

1969
Camaro
SUPER SPORT
PLUS \$10K FOR TAXES

ENDS TODAY! Make This 1969
Camaro Super Sport Yours!

This Camaro Could Be Yours! [Get Images? Click...](#)

WIN THIS
CAMARO
SS
DREAM GIVEAWAY

1969
Camaro
SUPER SPORT
PLUS \$10K FOR TAXES

LAST CHANCE
GIVEAWAY ENDS TONIGHT!
▶ ENTER NOW ◀

OLDRIDE

YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

Business Classified Ad Packages

Ad packages
starting at \$59.95/month

Level 1 – 50 Ads

Level 2 – 100 Ads

Level 3 – 400 Ads

Level 4 – 1,000 Ads

1956 Dodge C3

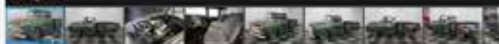
\$29,995

Get Financing



WWW.STREETSIDECOM
CHARLOTTE SHOWROOM

Viewing 1 of 20



SELLER INFORMATION

Streetside Classics
Charlotte
800 Delta Road, Ste. A
Concord, NC
866-543-8392

Message Seller

MILEAGE

883

YEAR

1956

ENGINE

300

LOCATION

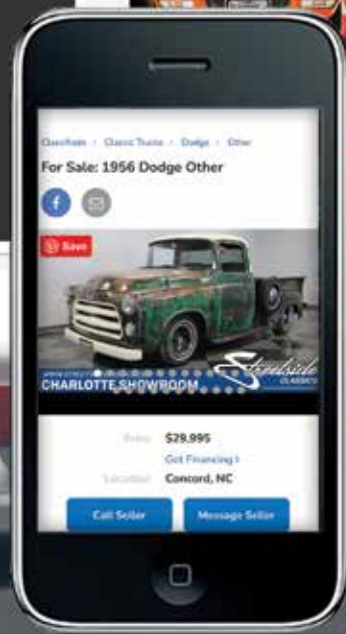
Concord, NC

STOCK

6750-CHA

FULL SPECS

Year 1956 Make



HOTROD Hotline

THE ONLINE RESOURCE FOR
HOT ROD & STREET ROD ENTHUSIASTS

Banner Advertising

Pricing starting
at \$3.50 CPM*

Available sizes

728x90

300x250

160x600

300x600

250x60

320x50

*Quick turn-around Graphic
Design services provided
FREE of charge, saving your
business time and money!



HOTROD *Hotline*

THE ONLINE RESOURCE FOR
HOT ROD & STREET ROD ENTHUSIASTS

Email Marketing and Newsletters

Email campaigns
start at \$30/CPM
reaching
26,000+ opt-in names
+\$150 set up fee*

Weekly Newsletter \$250
advertorial content
reaching
23,000+ opt-in names*

Classic Car RESTORATION CLUB

CONGRATS, YOU'VE BEEN NOMINATED!

YOU'VE BEEN NOMINATED to get
Free Classic Car Repair videos,
tips & projects. Accept now.

[Click here](#) to accept your Classic Car
Nomination!

**CONGRATS,
YOU'VE BEEN
NOMINATED!**

AS A SPECIAL THANKS TO
YOU FOR BEING ELECTED
TO BE A MEMBER OF THE
HOT ROD & STREET ROD CLUB
FOR FREE!

JOIN US TODAY FOR FREE!

Virtual content only by request. No physical items and tips.
*Campaigns are only available to US residents.
The best content is available only to our members.

SELECTED
ELIGIBLE
TIPS SENT
FOR FREE.
FOR FREE!

*Quick turn-around Graphic Design services
provided FREE of charge, saving your
business time and money!

HOTROD Hotline

THE ONLINE RESOURCE FOR
HOT ROD & STREET ROD ENTHUSIASTS

Business Classified Ad Packages

Ad packages
start at \$79/month

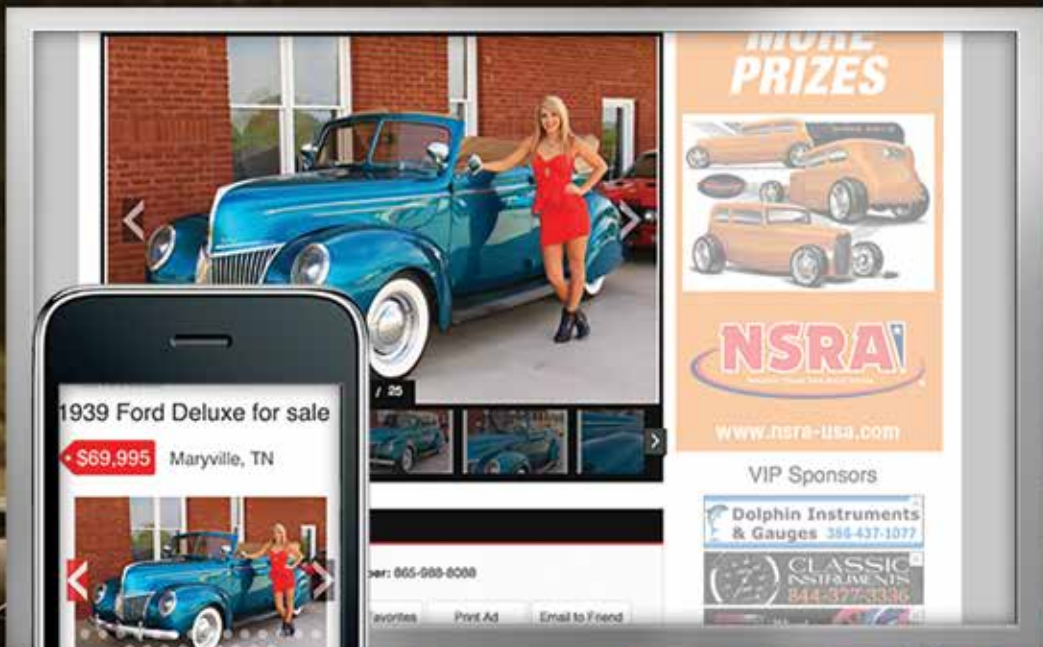
Level 1 – 20 Ads

Level 2 – 50 Ads

Level 3 – 100 Ads

Level 4 – 200 Ads

Combination Dealer and
Advertising packages
start at \$225/month*



*Quick turn-around Graphic Design services
provided FREE of charge, saving your
business time and money!



USER FRIENDLY ONLINE CLASSIFIEDS FOR ANTIQUE & COLLECTOR CAR ENTHUSIASTS

Email Marketing and Newsletters

Email campaigns start at \$25/CPM reaching 32,000+ Opt-in names +\$150 set up fee*

Weekly Newsletter \$250 – banner ad placement reaching 21,000 Opt-in names*

Business Classified Ad Packages

Ad packages starting at \$100/month

WIN THIS

CLASSIC CORVETTE

1971 CORVETTE L56

Stingray

PLUS \$42K FOR TAXES

SCORE DOUBLE ENTRIES USING
PROMO CODE: **RC0622C5**
WITH YOUR DONATION OF \$25 OR MORE!

*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

Streetside Classics - Nashville, LA VERGNE, TN

OUR STORY
After being in the collector car business for a decade prior, Devina Robinson opened the doors to the first Streetside Classics showroom in Charlotte, NC in 2008. Armed with a customer-oriented business philosophy and a clear vision for success, she has since led Streetside Classics to an unrivaled scale volume that is currently among the best in the collector car industry.



Current list of items for sale - 237 listings

Sort By: Items per page: 10 of 237

	1993 Chevrolet Corvette Destroyer convert, call for details	\$15,995 LA VERGNE, TN
	1996 Chevrolet Caprice This 1996 Chevrolet Caprice (color assigned supreme) when new with 46 single logging style and road-terraing size. And today the classic continues to...	\$34,995 LA VERGNE, TN
	1981 BMW 220i Destroyer convert, call for details	\$17,995 LA VERGNE, TN

BUSINESS INFORMATION
877.830.0820
Streetside Classics - Nashville
6000 Indiana Dr.
LA VERGNE, TN 37088
[BUSINESS LISTING](#)
Last Modified:
01/11/2014 2:08:00 PM

With the most knowledgeable and professionally trained staff in the industry, we have excellent customer and appraisal experience in many major U.S. markets. We operate under the principles of doing business fairly and with the understanding that our customers are the foundation of our business. Much of our success comes from the relationships formed with buyers and sellers around the world who have joined us on this journey. Joining one of the industry's most rapid growth markets.

Today, Streetside Classics is known as the Nation's Trusted Commitment. Dealer providing service and buying plus with the best of mind and only address fully partnering with one of the largest collector car associations in the country.

RacingJUNK.com

WORLD'S #1 RACING & PERFORMANCE MARKETPLACE

OLDRIDE

YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

HOTROD Hotline

THE ONLINE RESOURCE FOR
HOT ROD & STREET ROD ENTHUSIASTS



USER FRIENDLY ONLINE CLASSIFIEDS FOR
ANTIQUE & COLLECTOR CAR ENTHUSIASTS

Buyer and Seller Resources

Site users can find their dream ride, get financing and arrange for transport all in one place with our networks Buyer and Seller Resources.

LightStream
Finance
What's the smartest way to get the car you want? Take

Allstate Insurance
Insurance
Only Allstate offers Safe Driving Bonus Checks to you every

POWERED BY uShip
Shipping
uShip
Compare shipping quotes and save up to 80% uShip's

STORAGE UP TO 50% OFF
SpareFoot
Storage
SpareFoot is the largest online marketplace for

Get Quote Now

View Rates

Find Storage

Buyer Resources

Finance
FLCC Financing
FLCC Financing makes it easy for you to own a new or used trailer. Once you decide on a trailer that

Apply Now

Insurance
Allstate Insurance
Only Allstate offers Safe Driving Bonus Checks to you every six months you're accident free.

Get Quote Now

Shipping
uShip
Compare shipping quotes and save up to 80% uShip's

Ask us how to become one of these resources.

RacingJUNK.com

Log In Join Free

Click for more info

Handcrafting The Best Quality Trailers. Factory Direct Pricing. Long Lasting Value

Call Now

TEXAS PRIDE

Buyer and Seller Resources

Finance

Browse By Category

- Finance
- Insurance
- Shipping
- Storage

FLCC FINANCING

Get Financing >

FLCC Financing makes it easy for you to own a new or used trailer. Once you decide on a trailer that meets your hauling needs, FLCC Financing will find the optimal loan or lease option for you. FLCC Financing offers simple, fast and convenient financing with both loans and leases available. Once you qualify, financing is available in minutes. We'll work with you on an individual basis to create a repayment program perfect for you. (Leasing available on New All

PARTNERSHIPS

Internet Brands Auto Group Classifieds has developed a massive network of partnerships and activates these alliances at high profile events, race tracks, sanctioning organizations, and through traditional and social media outlets. These partnerships extend our reach nationally to hundreds of events and millions of racing competitors and automotive enthusiasts.



For a complete listing of all our partners, visit www.RacingJunk.com/partners

To team up with RacingJunk for a powerful partnership visit www.racingjunk.com/partners_program

Internet Brands®

AUTOMOTIVE GROUP



www.InternetBrandsAuto.com/sites/classifieds

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866-326-9227

Tel: 413-663-3496 • Fax: 413-663-3615

Email: autoclassifieds@internetbrands.com

THE FASTEST WAY TO REACH YOUR CUSTOMERS