



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

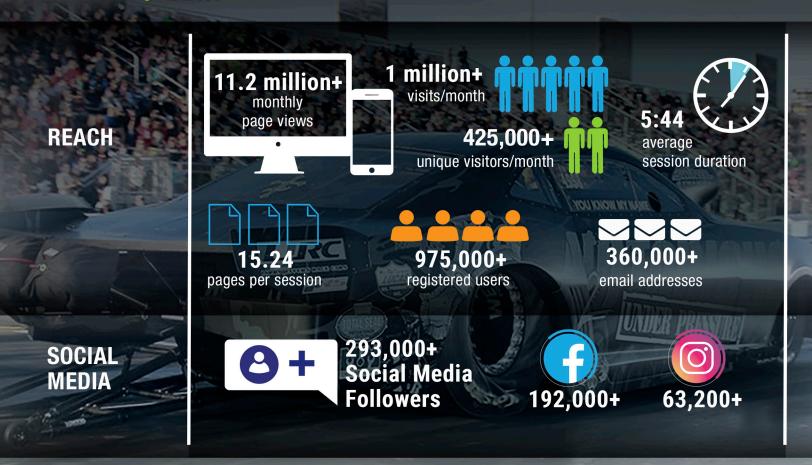
Antique & Collector Cars

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

# Racing JUNK Racing Junk.com at a Glance





# Internet Brands Automotive Group Classifieds at a Glance





8.03
pages per session



1 million+
registered users



AUDIENCE DEMOS







56.52% Mobile

5.79% Tablet

37.69% 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:

970x250

728x90

300x250

300x600

160x600



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!





## 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

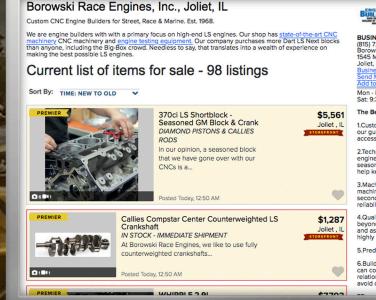
Level 2 - 10 Ads

Level 3 - 20 Ads

Level 4 – 50 Ads

Level 5 - 100 Ads

Level 6 – 200 Ads



### Benefits Include:

- Business Storefront
- Free 50 Photos Per Listing
- Upgrade Credits
- Buy-It-Now Functionality
- Free Listing Repost



BUSINESS INFORMATION

Borowski Race Engines, Inc.

Send Message

Mon - Fri; 8:00 am - 6:00 pm

The Benefits of a Borowski-Built Engine

Sat: 9:30 am - 1:00 pm

Current list of items for sale

98 Results

Business Website

+ Add to Favorites

Read more

Sort By V

1545 Mound Rd

Joliet, IL 60436



# Email and Direct Mail Marketing

Email campaigns start at \$25/CPM with 357,000+ 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!





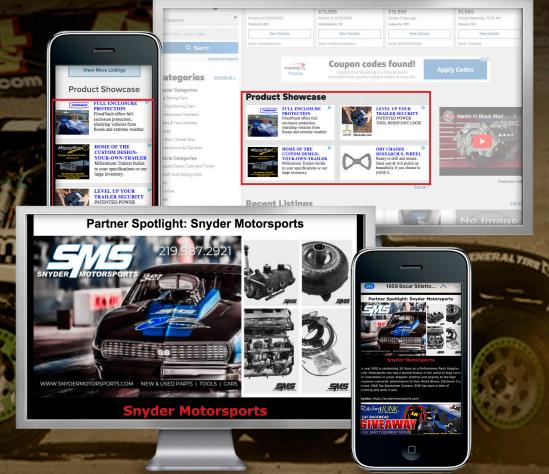
### Product Promotion

- Product Showcase \$350/mo\*
- Above the fold location on the homepage

## Newsletter Sponsorship

Sponsor the RacingJunk.com newsletter reaching over 105,000+ customers – \$500\*

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





### **Trade Show Sponsorship**

### 2026 RacingJunk Calendar

- Your own full page, with logo and product information featuring the RacingJunk Models
- 7,000 distributed at 2025 Industry shows
- One hour time-slot with the model signing calendars at your booth during SEMA and PRI
- One newsletter Sponsorship of the RJ Newsletter during your calendar month
- Twelve Product showcases on the RJ homepage
- Inclusion in four quarterly product promotion email blasts to our Hotlist - 151,000 our most engaged members in 2026

### 2025 PRI T-Shirt Campaign

- 4,000+ giveaway shirts at PRI
- Your logo on the back

### 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!

#### RECENT MOTORSPORTS NEWS



### Today's Cool Car Find is this 1992 Ford Mustang

Today's CCF pick is this street/strip Fox that's ready to terrorize.



#### Gallery: Surfside Charlie's Cruise In

Great afternoon at Surfside Charlie's cruise in with Cecil Chandler and the Myrtle Beach Car Club.



#### Road Trips for People Who Love Racing: The Mountain West

Take a trip to the Mountain West in our next installment featuring dream trips to race tracks across the country.



#### CLASSIFIEDS

VIEW HORE



1950 Studebaker Champion

Nov 02, 2024



SS 454 Tribute

Nov 02, 2024



1979 Chevrolet C10 Fleetside Restomod Nov 23, 2024



1999 Chevrolet Camaro Brickyard 400 Convertible

Nov 03, 2024



TARRE



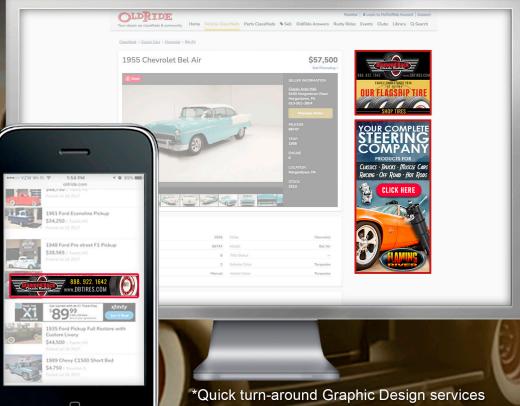
YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

## Banner Advertising

Desktop banners starting at \$4.25 ROS\*

Mobile Banners starting at \$3.00/CPM\*

Available sizes: 728x90 300x250 160x600 300x600 320x50



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



YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

# Email Marketing and Newsletters

Email campaigns start at \$30/CPM reaching 25,900+ opt-in names +\$150 set up fee\*

Weekly Newsletter – \$250 advertorial content reaching 20,900+ opt-in names\*

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





YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

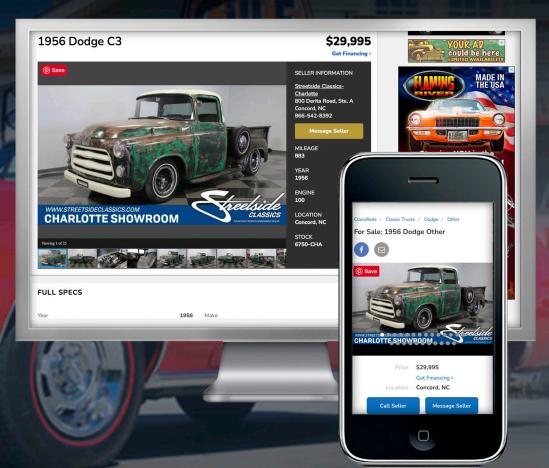
## Business Classified Ad Packages

Ad packages starting at \$59.95/month

Level 1 – 50 Ads Level 2 – 100 Ads

Level 3 – 400 Ads

Level 4 - 1,000 Ads





THE ONLINE RESOURCE FOR HOT ROD & STREET ROD ENTHUSIASTS

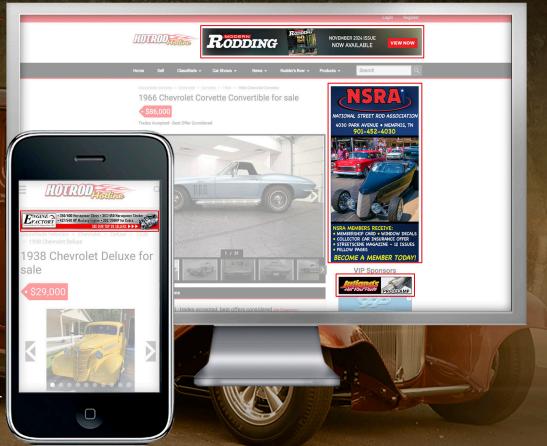
## Banner Advertising

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!





THE ONLINE RESOURCE FOR HOT ROD & STREET ROD ENTHUSIASTS

# Email Marketing and Newsletters

Email campaigns start at \$30/CPM reaching 20,800+ opt-in names +\$150 set up fee\*

Weekly Newsletter \$250 advertorial content reaching 12,700+ opt-in names\*





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!

### 1979 Lincoln Town Car for sale

• \$12,495









USER FRIENDLY ONLINE CLASSIFIEDS FOR ANTIQUE & COLLECTOR CAR ENTHUSIATS

### **Email Marketing** and Newsletters

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

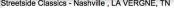
Weekly Newsletter \$250 - banner ad placement reaching 10,800 Opt-in names\*

**Business Classified** Ad Packages

Ad packages starting at \$100/month



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



Streetside Classics showroom in Charlotte, NC in 2008. Armed with a customer-oriented business philo: and a clear vision for success, she has since led Streetside Classics to an unrivaled sales volume that is

#### Current list of items for sale - 237 listings

Sort By: TIME: NEW TO OLD

1993 Chevrolet Corvette Description coming soon, call for details!

1966 Chevrolet Caprice

This 1966 Chevrolet Caprice coupe reigned supreme when new with its range-topping style and roadowning size. And today this classic continues to.

1981 BMW 320i

Description coming soon, call for details!

\$17.995 LA VERGNE, TN

\$15,995

\$34,995

LA VERGNE, TN

LA VERGNE, TN 37086

With the most knowledgeable and professionally trained staff in the industry, we have expanded nationally and opened showrooms in many major U.S. markets. We operate under the principles of doing business fairly and with the understanding hat our customers are the lifeblood of the business. Much of our success comes from the relationships formed with buyers and sellers around the world who have joined us on this incredible journey and made Streetside's rapid

Today, Streetside Classics is known as the Nation's Trusted Consignment Dealer; providing sellers and buvers alike with the peace of mind that only comes from partnering with one of the larges classic car dealerships in the country.



WORLD'S #1 RACING & PERFORMANCE DIARRESHIFTELDASCE

## OLD RIDE

YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

## HOTROD Hotline

THE ONLINE RESOURCE FOR HOT ROD & STREET ROD ENTHUSIASTS



USER FRIENDLY ONLINE CLASSIFIEDS FOR ANTIQUE & COLLECTOR CAR ENTHUSIATS

# 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.

### **Buyer Resources**



Insurance

#### Laris Insurance

Halping you got the drag car



Ask us how to become one of these resources.



Shipping

#### **Thrifty Auto Shipping**

If affordable auto shipping is what you're looking for, Thrifty Auto Shipping is the perfect

View Rates

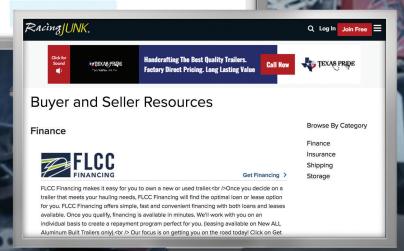


Storage

#### SpareFoot Storage

SpareFoot is the largest online marketplace for storage, making it easier to

Find Storage



# PARTNERSHIPS NER'S CIRCLE

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

