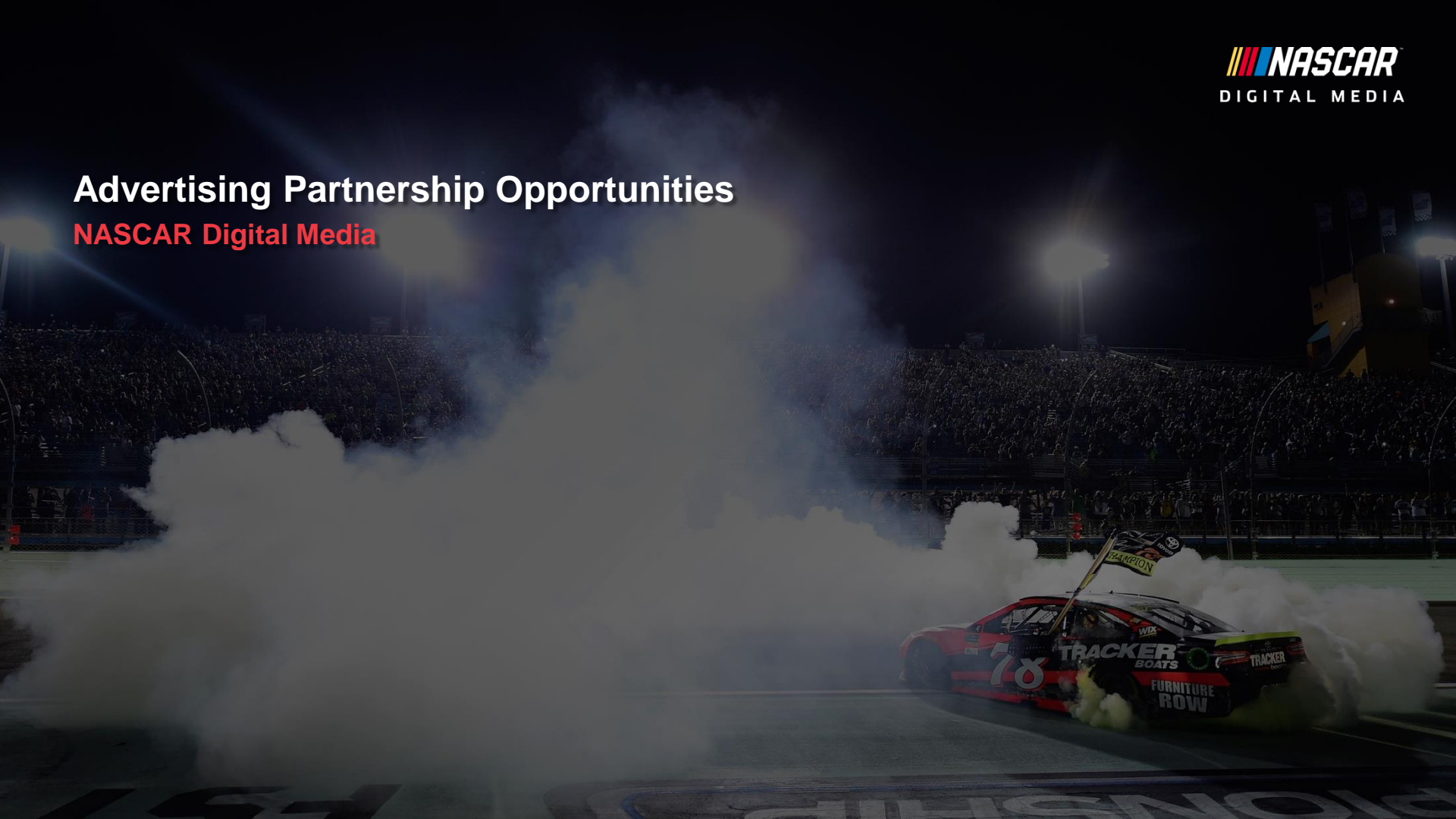


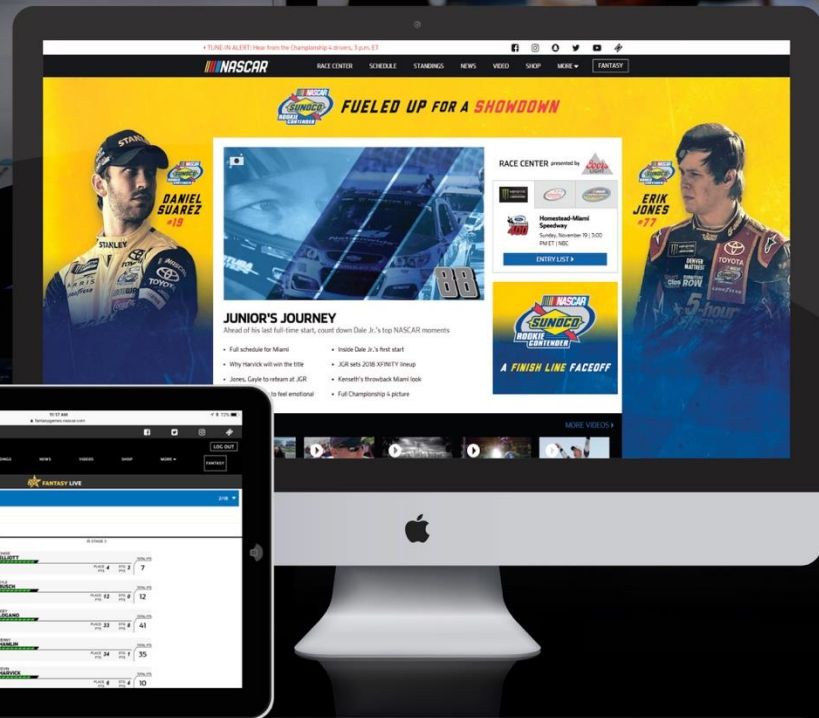
Advertising Partnership Opportunities

NASCAR Digital Media



The Depth of NASCAR Digital Media

- NASCAR.com
- NASCAR Mobile App
- NASCAR RaceView App
- Fantasy
- Content
- Social Media
- NASCAR YouTube
- MRN.com



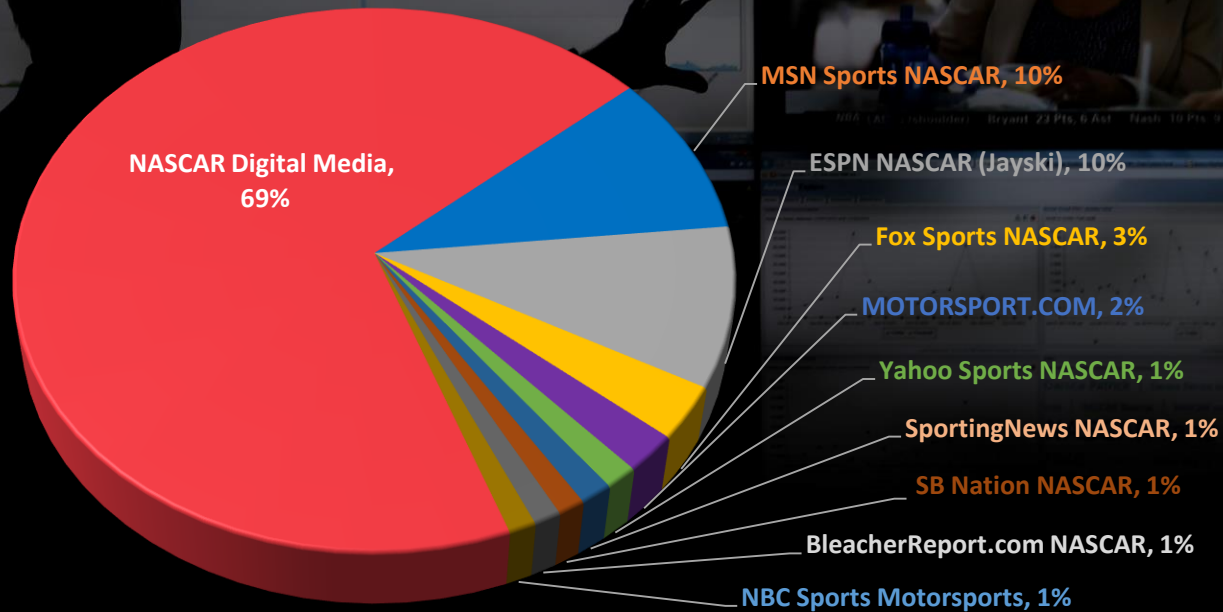
Digital & Social: Highlights From 1H 2018

- Video views **+ 29%** YOY
- **3x** more players of the new Fantasy Live game
- Consumption on race day **+ 22%** YOY
- Social engagements up **+ 20%**
- Total minutes spent on platform by Millennials **+ 25%** YOY
- **2MM** U.S. unique viewers of the Daytona 500 Snap Our Story



Still The #1 NASCAR Destination for Fans! (2018)

NASCAR Digital makes up about **2/3** of all NASCAR racing views online Feb-Jun 2018



NASCAR Digital Fan Base Demographics



64%

Male



36%

Female



67k

Average
Household Income



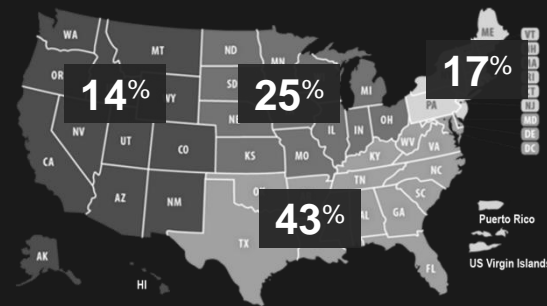
1/3

Households
with Children



1/2

18-49
Years Old



Geographic Distribution

Top 5 Markets

1. Atlanta
2. Chicago
3. Charlotte
4. Indianapolis
5. Orlando

Top 5 States

1. North Carolina
2. Florida
3. California
4. Georgia
5. Pennsylvania

(by visits to NASCAR.com from 02/01/18-6/30/18)



2018 NASCAR Social Snapshot

Social Advertising on Facebook, Twitter, Instagram and Snapchat Our Stories



Da'Lee Rodriguez
Good luck Chase!!!



Beverly Phillips
Can I go Chase?



Steve Karnes
Tony's isn't



5.1
MILLION

Followers

NASCAR @NASCAR · 20h
Take the quiz and find out which
[@CocaColaRacing](#) driver you're most like!



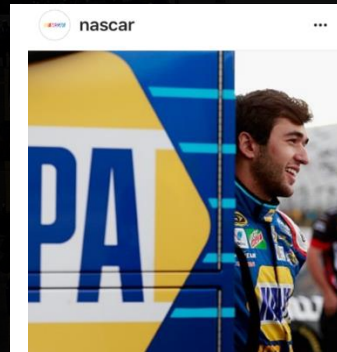
LEARN MORE ABOUT THE
COCA-COLA RACING FAMILY RACING
FAMILY BY TAKING A QUIZ!

In the heat of [#TheChase](#), here's what
the [@CocaColaRacing](#) drivers are up to!



3.3
MILLION

Followers



847
THOUSAND

Followers



3.3
MILLION

Unique Viewers
(Avg. per Snap story)



Social Media Audiences of NASCAR-Owned Accounts

Social Advertising on Facebook, Twitter, Instagram and Snapchat Our Stories



50%

13-34 years old



79%

13-34 years old



53%

13-34 years old



83%

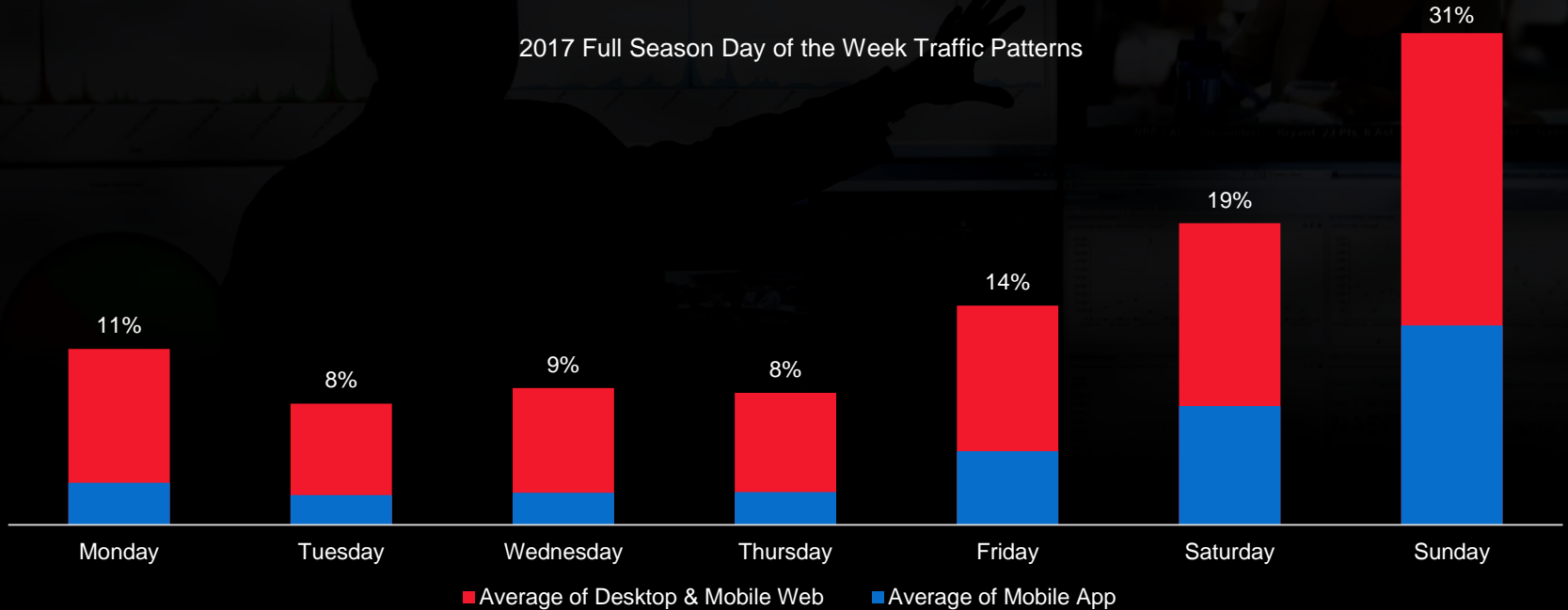
34 and under
(Our Story viewers)



Day of the Week Traffic Patterns

Half (50%) of page views occur on Saturday-Sunday with the weekend also showing the highest percentage of traffic to the NASCAR Mobile app (~40%)

2017 Full Season Day of the Week Traffic Patterns



NASCAR Digital Content

Editorial Content by Day

Monday

Recapping weekend race

Tuesday

Power Rankings, @nascarcasm franchise

Wednesday

Pivot toward week ahead

Thursday

Preview Race weekend

Friday

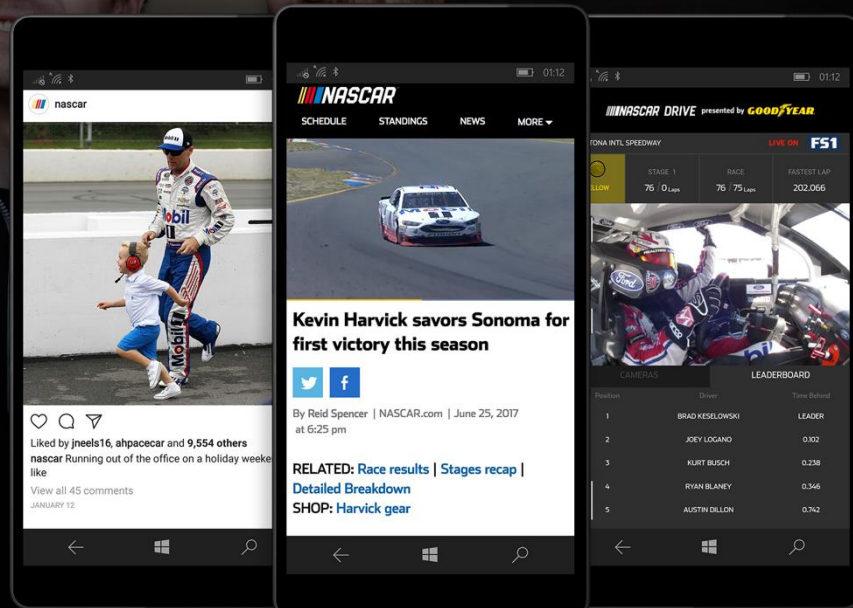
Camping World Truck Series, at track coverage

Saturday

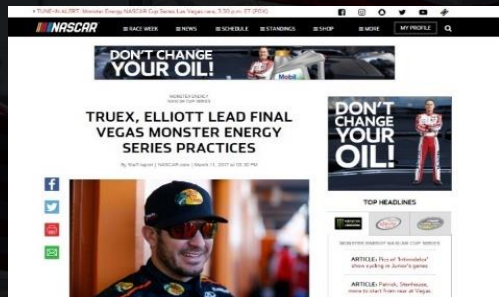
Preview Sunday, XFINITY Series race coverage

Sunday

Monster Energy Cup Series race day coverage

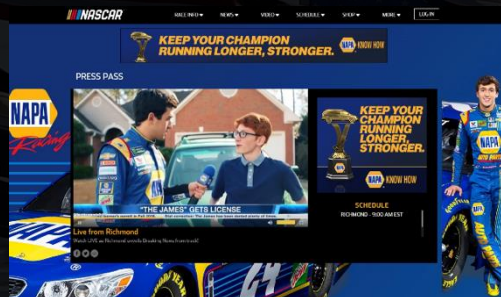


NASCAR Digital Top Site Destinations & Content Franchises



Top-5 Site Sections:

1. News/Articles
2. Race Center
3. Fantasy
4. Schedule
5. Videos



Top-5 Video Franchises:

1. Race Highlights
2. Up To Speed
3. NASCARnivre
4. Race Recap (MENCS)
5. Press Pass



Top-5 Editorial Franchises:

1. Paint Scheme Preview
2. Starting Lineup
3. Power Rankings
4. Weekend Schedule
5. TV Schedule

NASCAR Live: Race Center

- The #1 or #2 destination on race day
- Over 26MM visits during the 2017 season!
- The 2018 Race Center section includes:
 - Entry list
 - Practice results
 - Qualifying results
 - Live Leaderboard real-time stats
 - Live standings
 - Race radio broadcast integration
 - @NASCAR Twitter content
 - Section includes content from all three series
- Accessed directly from the homepage via prominently featured module as well as the navigation bar

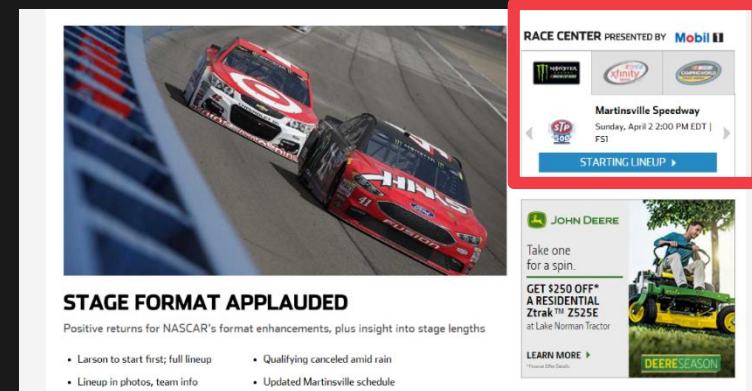
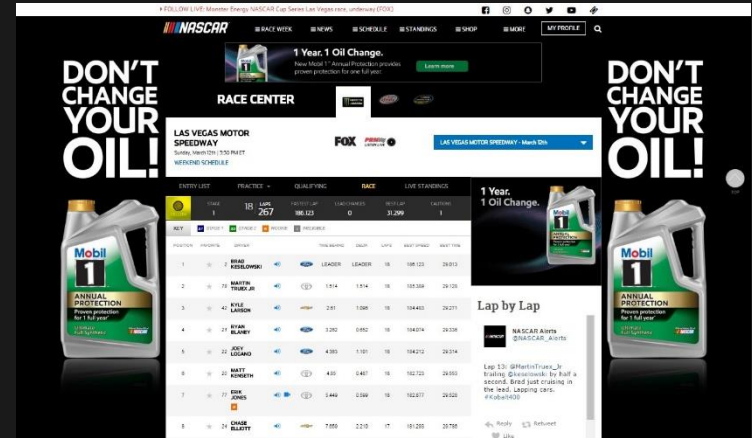
The screenshot displays the NASCAR Live Race Center website for the Daytona International Speedway event. The top navigation bar includes links for SCHEDULE, RACE CENTER, STANDINGS, NEWS, SHOP, VIDEO, and FANTASY. The main content area features a large 'Click n' Close' advertisement at the top, followed by a 'RESULTS | RACE CENTER' section. Below this, the 'DAYTONA INTERNATIONAL SPEEDWAY' event is highlighted, including the date 'Thursday, February 08 | 7:00 PM EST' and a 'WEEKEND SCHEDULE' button. The 'ENTRY LIST' and 'QUALIFYING' sections are visible, showing driver names, teams, and race numbers. The interface also includes social media links for @NASCAR and a 'Fast. Simple. Secure.' tagline.

ENTRY LIST	QUALIFYING
00 JEFFREY KARNHART MOOREVILLE, NORTH CAROLINA	001 VERA SKALLKOV MCDONALD'S / CERRA
1 JAKE MCHEWRY JUPITA, MISSOURI	002 DISCOUNT TIRE TEAM PENSKE
2 BRAD KOSZLOWSKI ROCHESTER HILLS, MICHIGAN	003 STEPHEN PEARSON TEAM PENSKE
3 ARIC ALMIROLA TAMPA, FLORIDA	004 STEPHEN PEARSON TEAM PENSKE
4 RYAN BLUNY HIGH POINT, NORTH CAROLINA	005 STEPHEN PEARSON TEAM PENSKE
5 TY DILLON WELLSVILLE, NORTH CAROLINA	006 STEPHEN PEARSON TEAM PENSKE
6 RICKY STENHOUSE JR. OLIVE BRANCH, MISSISSIPPI	007 STEPHEN PEARSON TEAM PENSKE
7 DANIEL SUAREZ MONTESQUE, MISSISSIPPI	008 STEPHEN PEARSON TEAM PENSKE
8 JOEY LOGANO MIDDLETON, CONNECTICUT	009 STEPHEN PEARSON TEAM PENSKE
9 WILLIAM BYRON CHARLOTTE, NORTH CAROLINA	010 STEPHEN PEARSON TEAM PENSKE
10 RYAN NEWMAN SOUTH BEND, INDIANA	011 STEPHEN PEARSON TEAM PENSKE



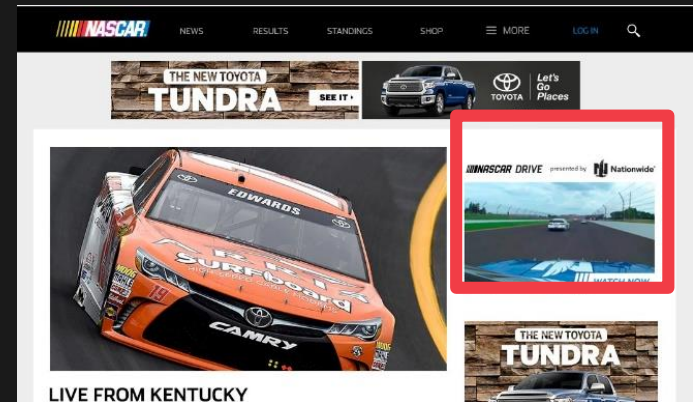
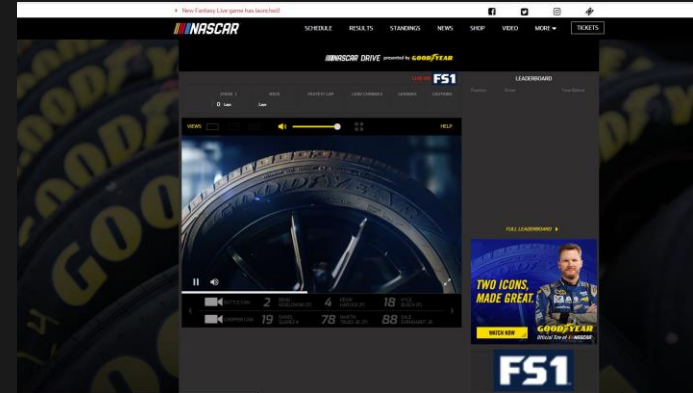
NASCAR Live: Race Center

- Monthly sponsorships sold as 50% SOV, with option to buy at 100% SOV
- Sponsorship covers pages on desktop, mobile web and the NASCAR Mobile App
- Presented by logo on all Race Center landing pages
- Rotational “Presented by” attribution within homepage module



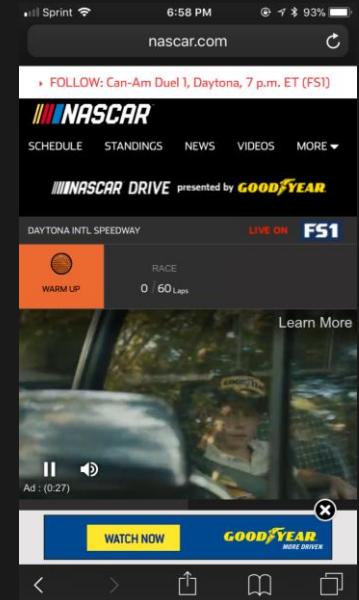
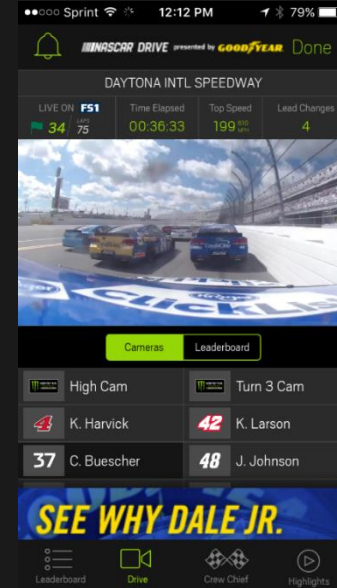
NASCAR Live: NASCAR Drive

- NASCAR Drive aggregates live driver in-car cameras for ALL NASCAR premier series and companion XFINITY Series races over the entire season, letting fans see additional live race angles on a second screen!
- During the 2017 season, users spend over 40 minutes in the desktop version of the product!
- Camera angles are paired with a live race leaderboard for the optimal race fan experience online
- Full experience available on NASCAR.com (desktop and mobile web) and the NASCAR Mobile App
- Now sold at 100% SOV and includes a sponsor branded homepage live player module



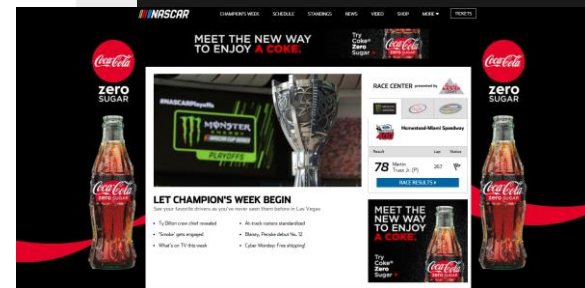
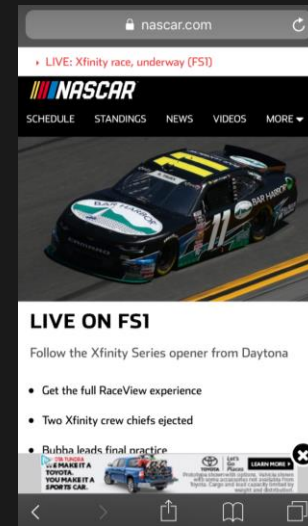
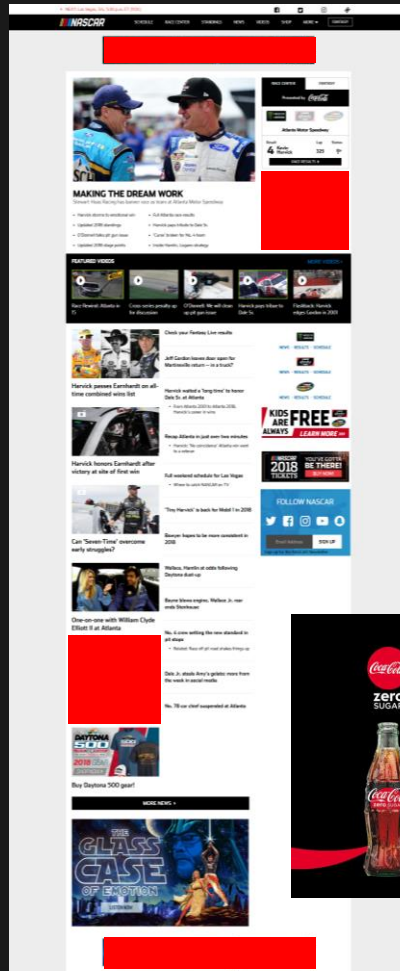
NASCAR Live: NASCAR Drive

- Sponsorship package includes NASCAR.com desktop, mobile web and the NASCAR Mobile App
- The Drive ad package features:
 - Desktop background skin
 - Synced custom header
 - Pre-roll & 300x250 companion banner
 - “Presented by” logo on homepage branded module
 - ROS display inventory
- Note that SOV does not include mid-roll inventory



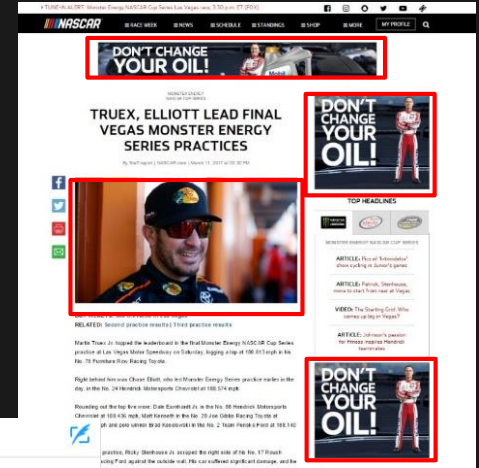
Homepage Roadblock

- Maximize brand awareness and messaging exposure to the NASCAR fan base
- Ownership on NASCAR.com desktop and mobile web homepage ad placements with:
 - Pinned background skin on desktop
 - Adhesion unit on mobile web
 - Package also includes roadblocks on the main section fronts of the site, such as Series landing pages, Standings and Schedule
- Pricing varies based on day



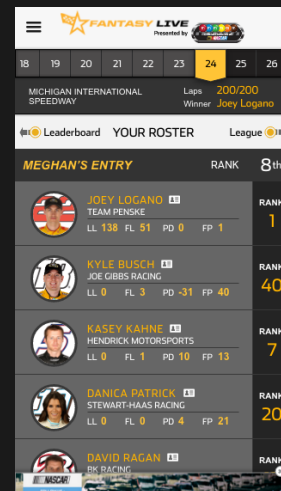
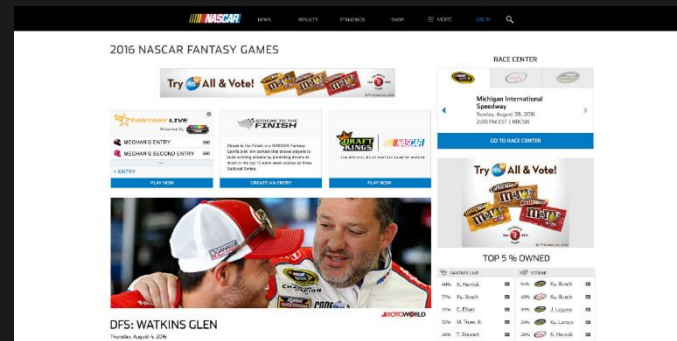
NASCAR Live: Race Takeover & Highlights

- The Race Takeover & Highlights Package covers all race-related content the Wednesday prior to the race through the Tuesday following
- Pre-roll incorporated into practice, qualifying and race recap videos on desktop and mobile web will be embedded into articles relevant to the storylines
- Native video extensions on NASCAR Twitter include 10x of the must-see moments throughout the NASCAR weekend!
- Sold as a weekly package across NASCAR.com desktop, mobile web and NASCAR Twitter channels



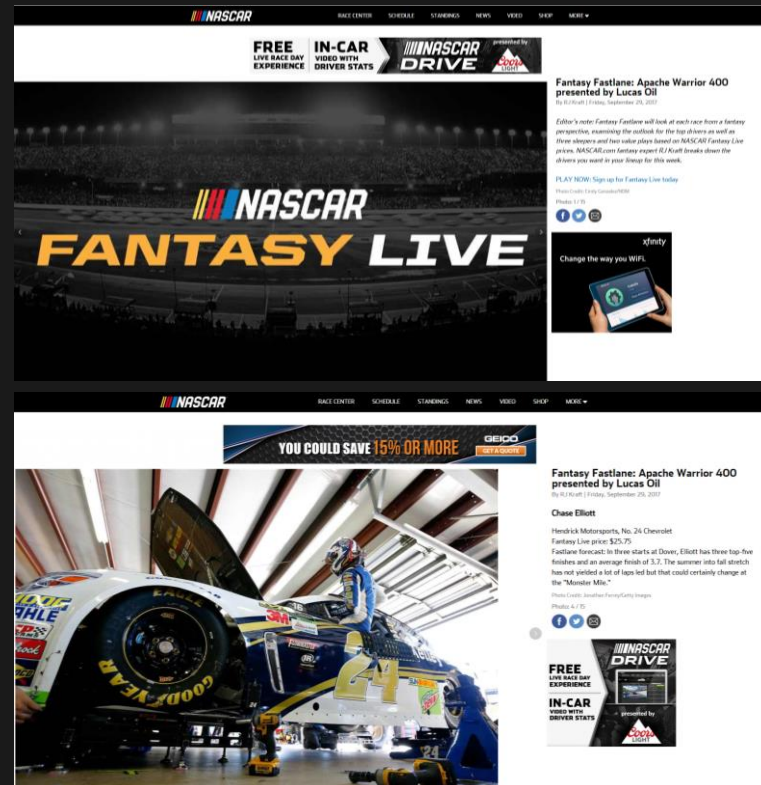
NASCAR Live: Fantasy Live Package

- A Top 5 destination of our site and 2nd most visited page after the Home Page
- All new game format for 2018, including limited use driver play and new “Garage Pick” that allows users to make real-time, in-race adjustments to their starting lineup
- Two sponsor opportunities:
 - 1) Presented by sponsor of the overall game w/weekly social stat extension, 25% of fantasy game ad inventory
 - 2) Sponsor of Garage or Bonus Picks w/Fantasy Fastlane or Expert Pick gallery or article extension, 25% of fantasy game ad inventory



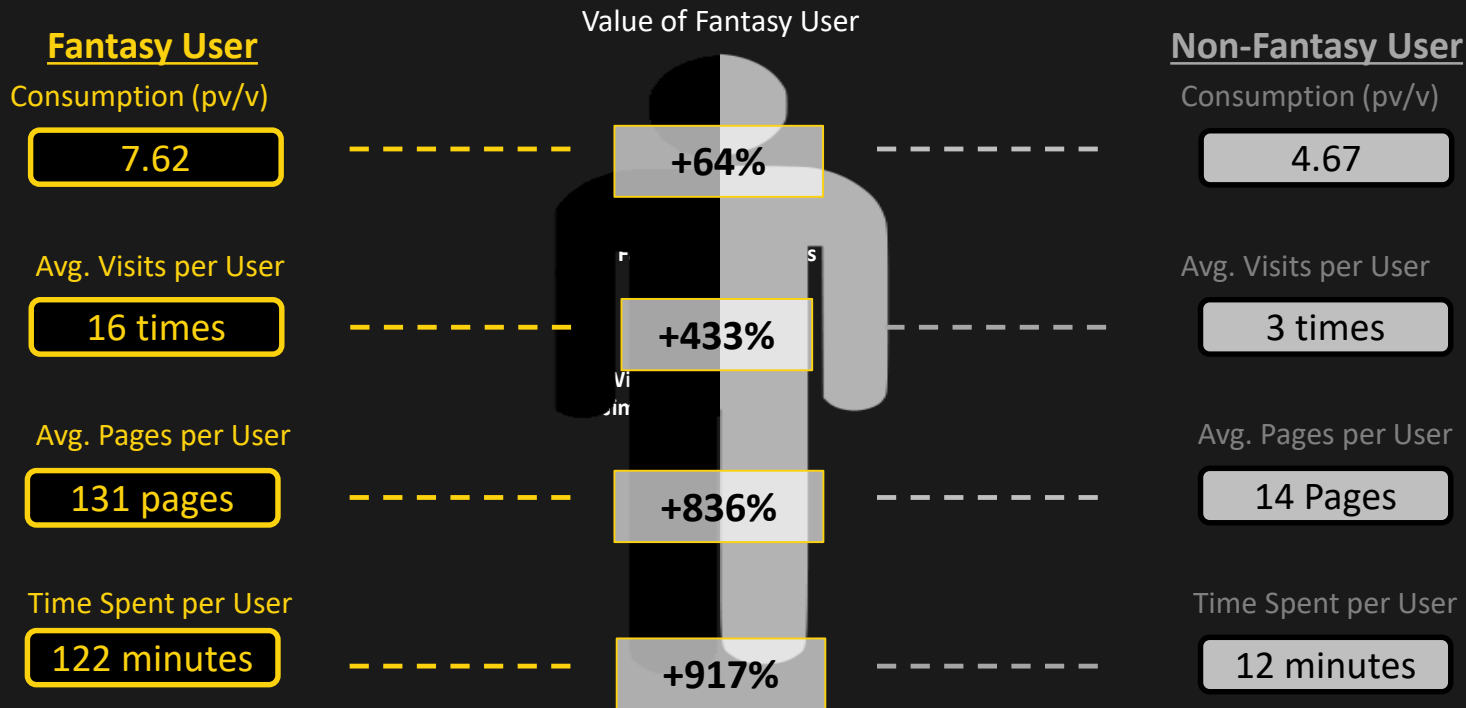
Fantasy Fastlane

- Fantasy Fastlane provides easy to digest insights and advice via a gallery format so you know who you'll want in your lineup each week
- The editorial series examines the outlook for the top drivers to pick based on NASCAR Fantasy Live game play
- Sold as a package across NASCAR.com desktop and mobile web, a monthly sponsorship includes:
 - Presented by attribution
 - Exclusive ownership NASCAR.com and Mobile Web
 - Co-branded promotion on NASCAR Digital Channels
 - Social promotion (restrictions apply)



Value of Fantasy User vs. Non Fantasy User Monthly

Fantasy users spend and consume much more time vs. the non-fantasy user



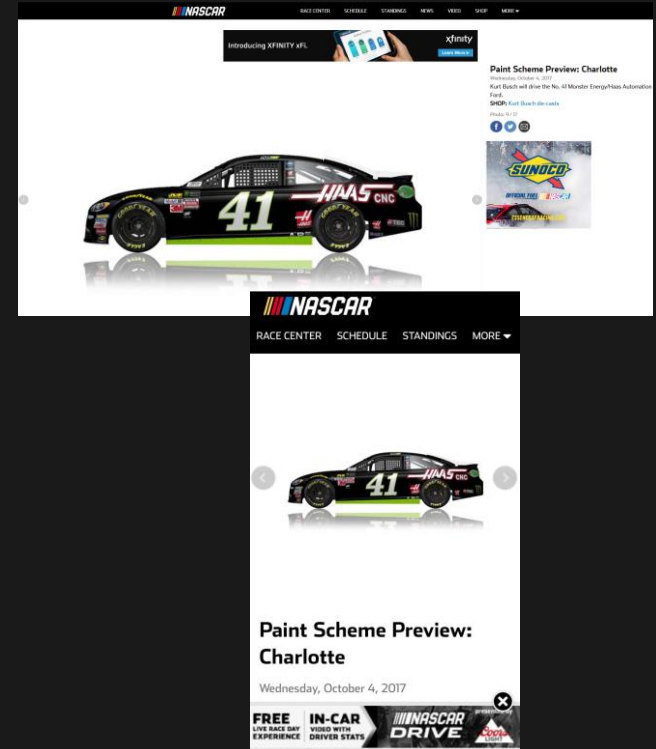
*Reads: The average consumption for a fantasy user each month is 7.62, which is +64% higher than a non-fantasy user

Source: Quaero; March 2017



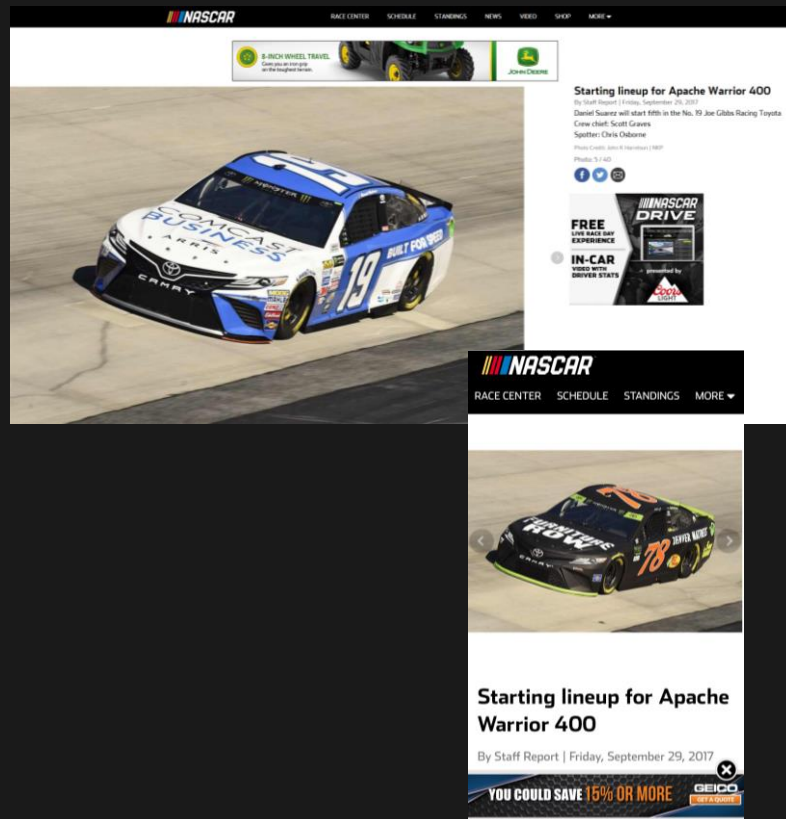
Paint Scheme Preview

- Give fans a look at all the paint schemes for the upcoming race weekend in this high performing weekly gallery feature!
- Posted each Wednesday, Paint Scheme Preview gives fans a chance to check out their favorite cars before they hit the track and is the #1 editorial franchise on NASCAR.com!
- Promoted weekly via NASCAR social and NASCAR Mobile app alerts
- Sold as a package across NASCAR.com desktop and mobile web with option to include NASCAR social extensions (restrictions may apply)
- Sponsorship includes:
 - Selection of car as hero image for desktop and social amplification
 - Presented by treatment
 - Custom co-branded promotion on NASCAR Digital Channels



Starting Lineup

- A Top 3 editorial franchise on NASCAR.com!
- A gallery format that shows fans where each car will start in the race along with the paint scheme to look for on the track!
- In addition to on-track imagery, Starting Lineup also provides fans with the pairing of each driver's crew chief and spotter
- Sold as a package across NASCAR.com desktop and mobile web
- Weekly or Monthly sponsorship includes:
 - Presented by attribution
 - Exclusive ownership NASCAR.com and Mobile Web
 - Co-branded promotion on NASCAR Digital Channels
 - Social promotion (restrictions apply)



THANK YOU

