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

Source: comScore Media Metrix, Multi-Platform, U.S. only; Feb – June 2018; "Views" = total page views + content video views, in Millions
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**

<table>
<thead>
<tr>
<th>Social Platform</th>
<th>Followers</th>
<th>Unique Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>5.1 million</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>3.3 million</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>847 thousand</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>3.3 million</td>
<td>(Avg. per Snap story)</td>
</tr>
</tbody>
</table>

*Source: Twitter Analytics, Facebook & Instagram Insights, and Delmondo*

*Note that some restrictions apply*

*Metrics as of 7/26/2018, growth is since 1/1/2018*
# Social Media Audiences of NASCAR-Owned Accounts

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

<table>
<thead>
<tr>
<th>Social Platform</th>
<th>Audience Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>50% 13-34 years old</td>
</tr>
<tr>
<td>Twitter</td>
<td>79% 13-34 years old</td>
</tr>
<tr>
<td>Instagram</td>
<td>53% 13-34 years old</td>
</tr>
<tr>
<td>Snapchat</td>
<td>83% 34 and under (Our Story viewers)</td>
</tr>
</tbody>
</table>

Sources: Social – Twitter, Facebook, Instagram, Snapchat audience insights; U.S. Population – U.S. Census Bureau, 2014 National Population Projections. The sum of the audience groups by platforms may not total 100% due to rounding.

Twitter demographics as of 3/18, growth is since 1/1/2018, Facebook, Instagram & Snapchat metrics as of 7/26/18, growth is since 1/1/18.
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%)

Source: Adobe Analytics, February-November 2017 – includes desktop, mobile web and mobile app page views
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. NASCARnivore
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
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

**Fantasy User**
- Consumption (pv/v): 7.62
- Avg. Visits per User: 16 times
- Avg. Pages per User: 131 pages
- Time Spent per User: 122 minutes

**Non-Fantasy User**
- Consumption (pv/v): 4.67
- Avg. Visits per User: 3 times
- Avg. Pages per User: 14 Pages
- Time Spent per User: 12 minutes

*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