



NASCARTM
DIGITAL MEDIA

2022 MEDIA KIT

**CUP SERIES****2022 NASCAR CUP SERIES SCHEDULE****CLASH***SUN | FEB 6***DUEL AT DAYTONA***THU | FEB 17***DAYTONA 500***SUN | FEB 20***AUTO CLUB***SUN | FEB 27***LAS VEGAS***SUN | MAR 6***PHOENIX***SUN | MAR 13***ATLANTA***SUN | MAR 20***COTA***SUN | MAR 27***RICHMOND***SUN | APR 3***MARTINSVILLE***SAT | APR 9***BRISTOL DIRT***SUN | APR 17***TALLADEGA***SUN | APR 24***DOVER***SUN | MAY 1***DARLINGTON***SUN | MAY 8***KANSAS***SUN | MAY 15***ALL-STAR (TEXAS)***SUN | MAY 22***CHARLOTTE***SUN | MAY 29***WORLD WIDE
TECHNOLOGY RACEWAY***SUN | JUN 5***SONOMA***SUN | JUN 12***OFF***SUN | JUN 19***NASHVILLE***SUN | JUN 26***ROAD AMERICA***SUN | JUL 3***ATLANTA***SUN | JUL 10***NEW HAMPSHIRE***SUN | JUL 17***POCONO***SUN | JUL 24***INDIANAPOLIS***SUN | JUL 31***MICHIGAN***SUN | AUG 7***RICHMOND***SUN | AUG 14***WATKINS GLEN***SUN | AUG 21***DAYTONA***SAT | AUG 27**PLAYOFFS****DARLINGTON****SUN | SEP 4***KANSAS****SUN | SEP 11***BRISTOL****SAT | SEP 17***TEXAS****SUN | SEP 25***TALLADEGA****SUN | OCT 2***CHARLOTTE ROVAL****SUN | OCT 9***LAS VEGAS****SUN | OCT 16***MIAMI****SUN | OCT 23***MARTINSVILLE****SUN | OCT 30***PHOENIX****SUN | NOV 6*

WHY NASCAR DIGITAL MEDIA?

#1 SITE FOR DIGITAL CONSUMPTION VS. ALL MAJOR SPORTS LEAGUES

71% OF ONLINE RACING AUDIENCE

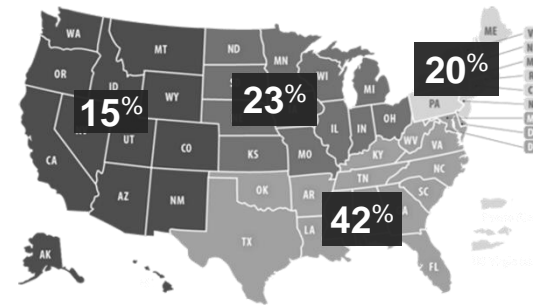
75% MOBILE AUDIENCE

99.9% BRAND SAFE

CUSTOMIZED AND SCALABLE SPONSORSHIP PACKAGES

3/4

of all racing page views online



Geographic Distribution



45%

Use a second device to follow NASCAR on race day



69%

Male



31%

Female



1/3

HH with Children

\$69k

Avg. HHI



5.1M
Page Likes



3.5M
Followers

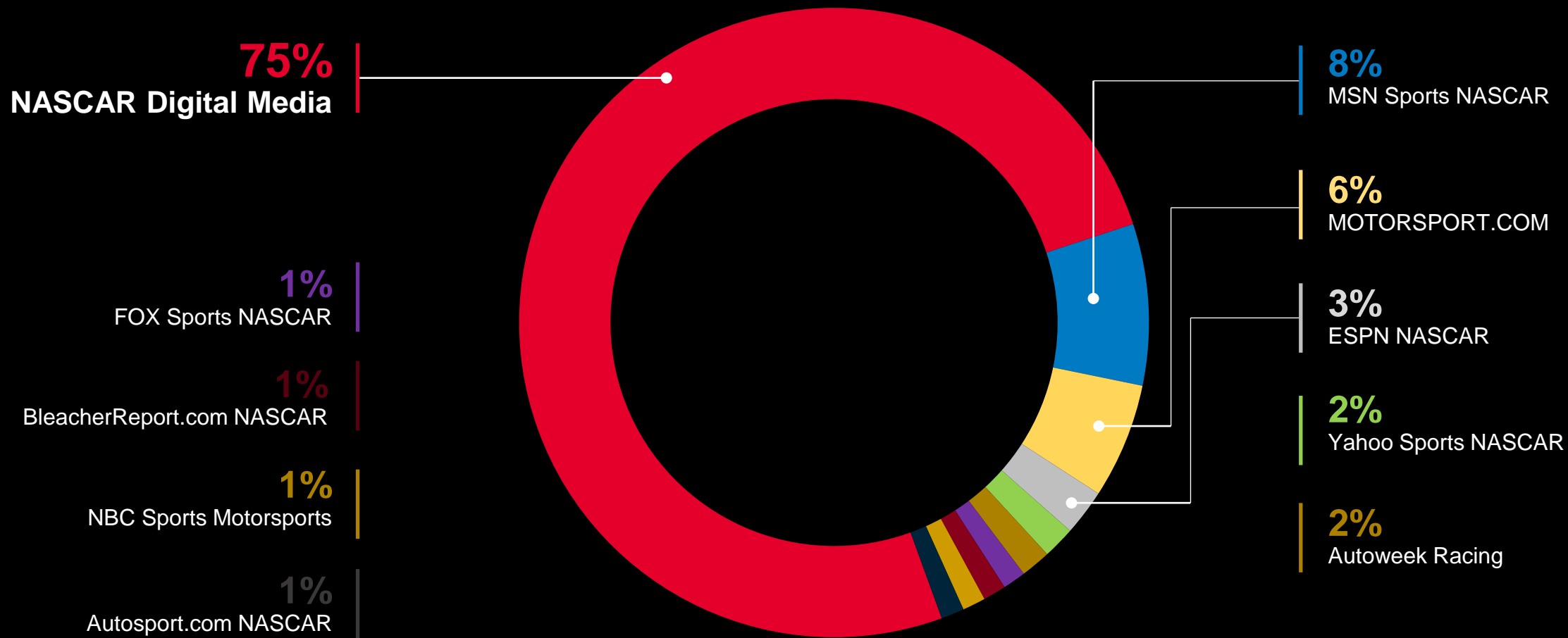


1.6M
Followers



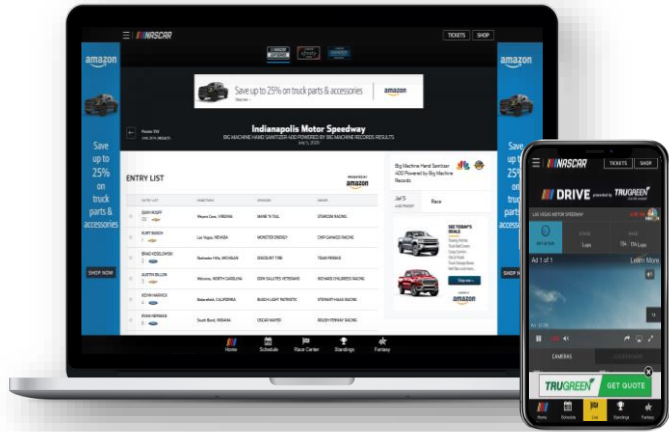
THE #1 DESTINATION FOR NASCAR FANS

NASCAR DIGITAL MAKES UP OVER **3/4** OF ALL NASCAR RACING VIEWS ONLINE





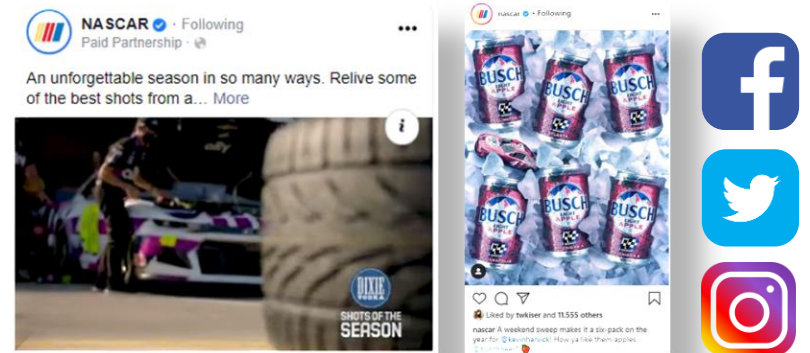
NDM ADVERTISING OPPORTUNITIES



PREMIUM LIVE EVENT SPONSORSHIPS



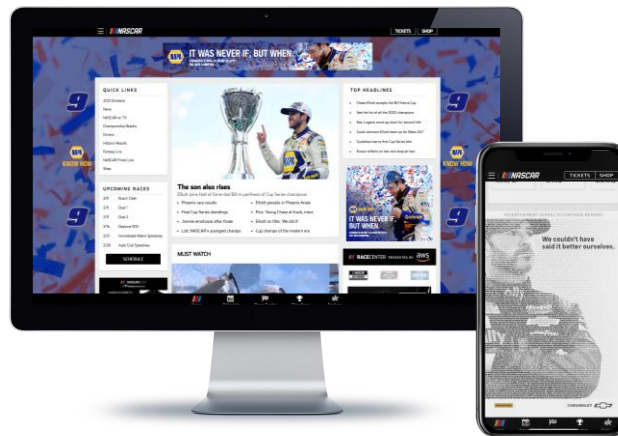
RACE HIGHLIGHTS & VIDEO SERIES



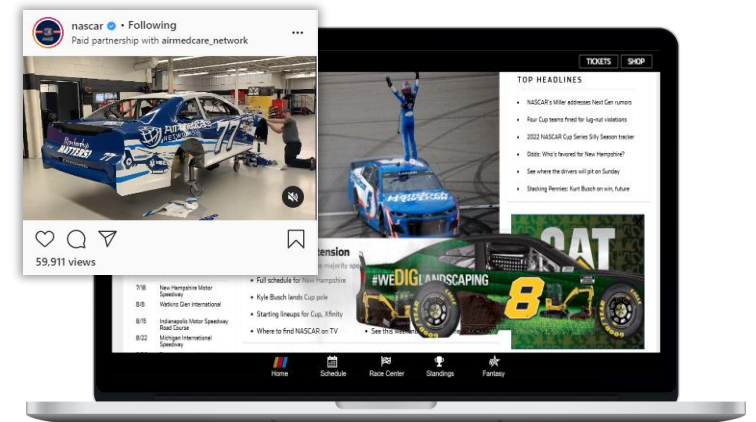
SOCIAL MEDIA



RACE ENTITLEMENT AMPLIFICATION



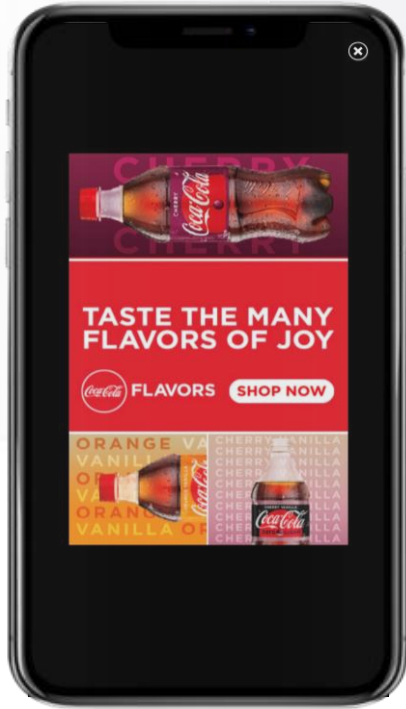
WIN, ROS, & RICH MEDIA



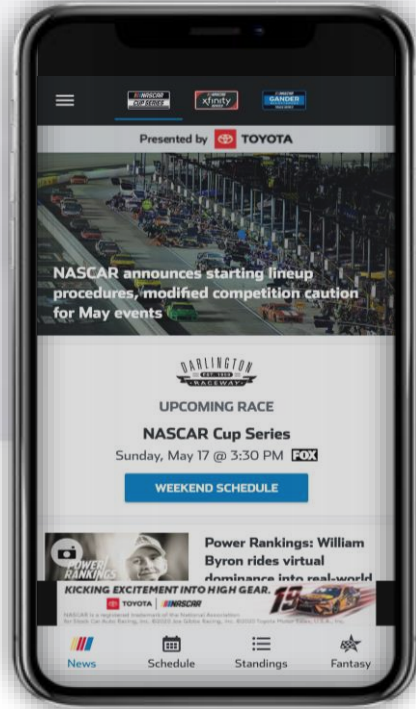
PAINT SCHEME AMPLIFICATION



NASCAR MOBILE



Synced-opening interstitial



Presented by logo and synced mobile adhesion



Season-long ROS bundle

The **OFFICIAL MOBILE APP** OF NASCAR

ACCOUNTS FOR 30% OF NASCAR.COM TRAFFIC

Premium opportunity allows for 25% SOV of assets across the mobile & tablet app

High impact reach through opening interstitial

Presented by attribution with synced homepage adhesion

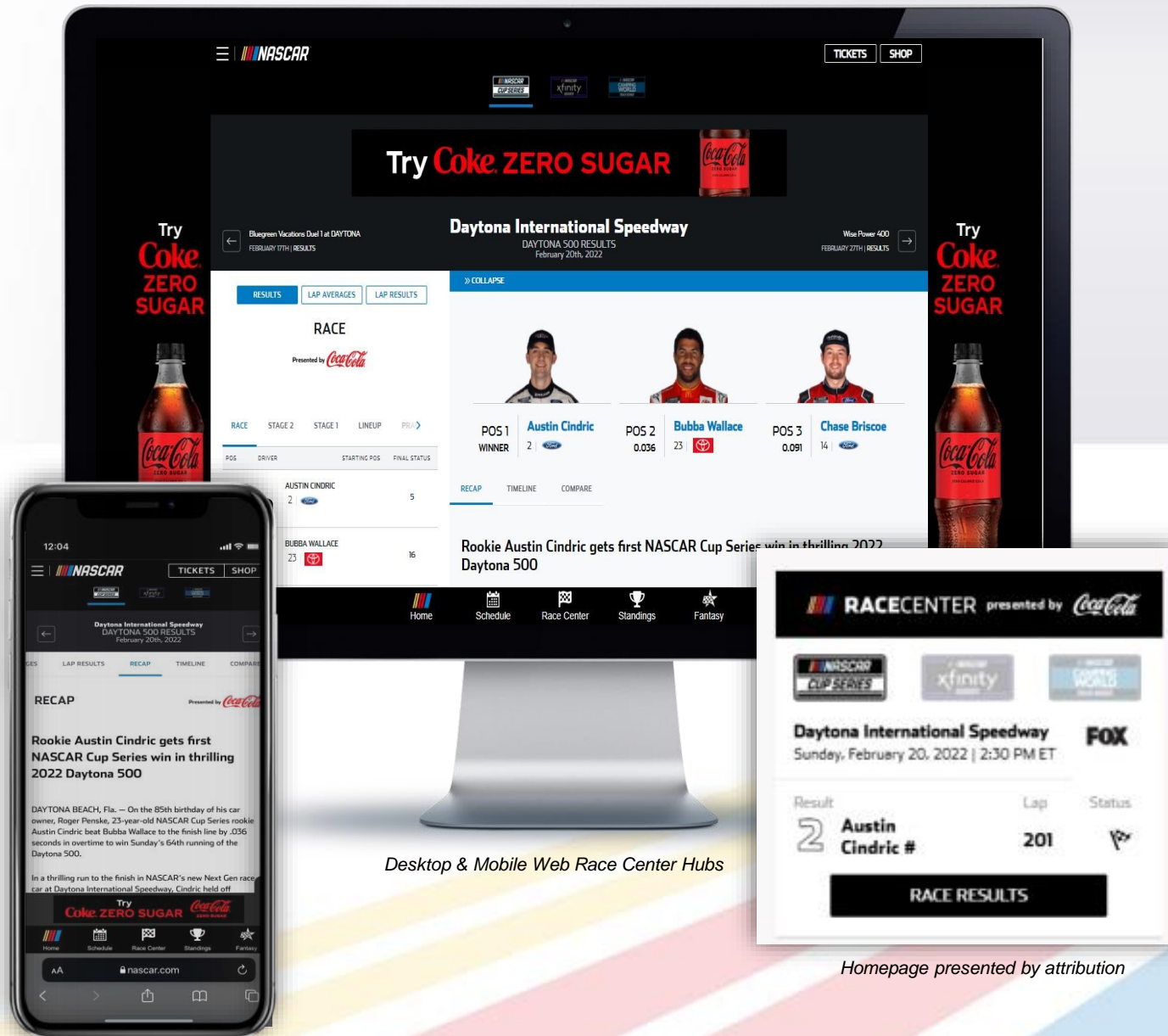
*Presented by logos exclusive to NASCAR OMPs

ROS Video & Display to extend app reach

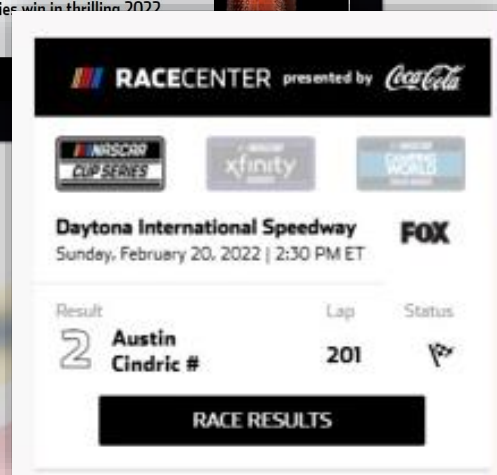
- **Assets:**
 - Brand Logo (88x31)
 - :15 Pre-roll
 - Mobile: 320x480, 320x50
 - Tablet: 1024x768, 1024x50



RACE CENTER



Desktop & Mobile Web Race Center Hubs



Homepage presented by attribution

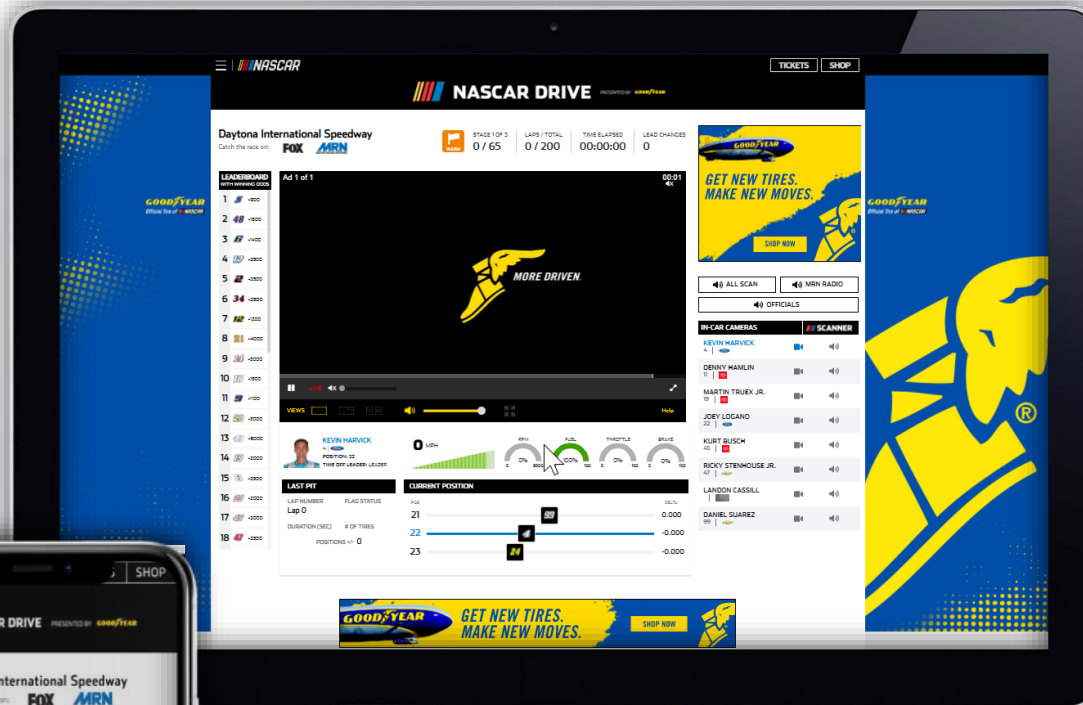
Race Center is the **#1 destination** on race day on **NASCAR.com**

The Race Center package includes a live leaderboard with real-time data on race day and spans all three NASCAR series

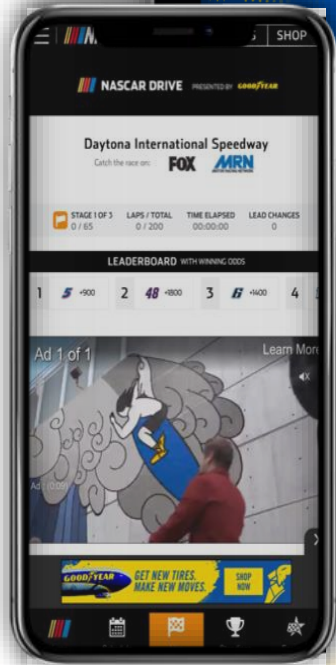
- Over 15MM visits during the 2021 season!
- Host for the live leaderboard on race day and lap-by-lap moments
- The go-to post-race spot for final results, timeline & win article
- Sold as a monthly package SOV (maximum 50%) across NASCAR.com desktop, tablet and mobile web
- Flight: 1 month 50% SOV



NASCAR DRIVE



Desktop Live Player Video Hub



Mobile Web with pre roll



Live Race Day Homepage Module with presented by attribution

LIVE in-car cameras for NASCAR Cup Series races and select Xfinity Series races

NEW IN 2022

- Current position visualization
- Real time digital dashboard data visualization
- Live leaderboard with race winner odds

Flight: Tues-Mon

Package includes

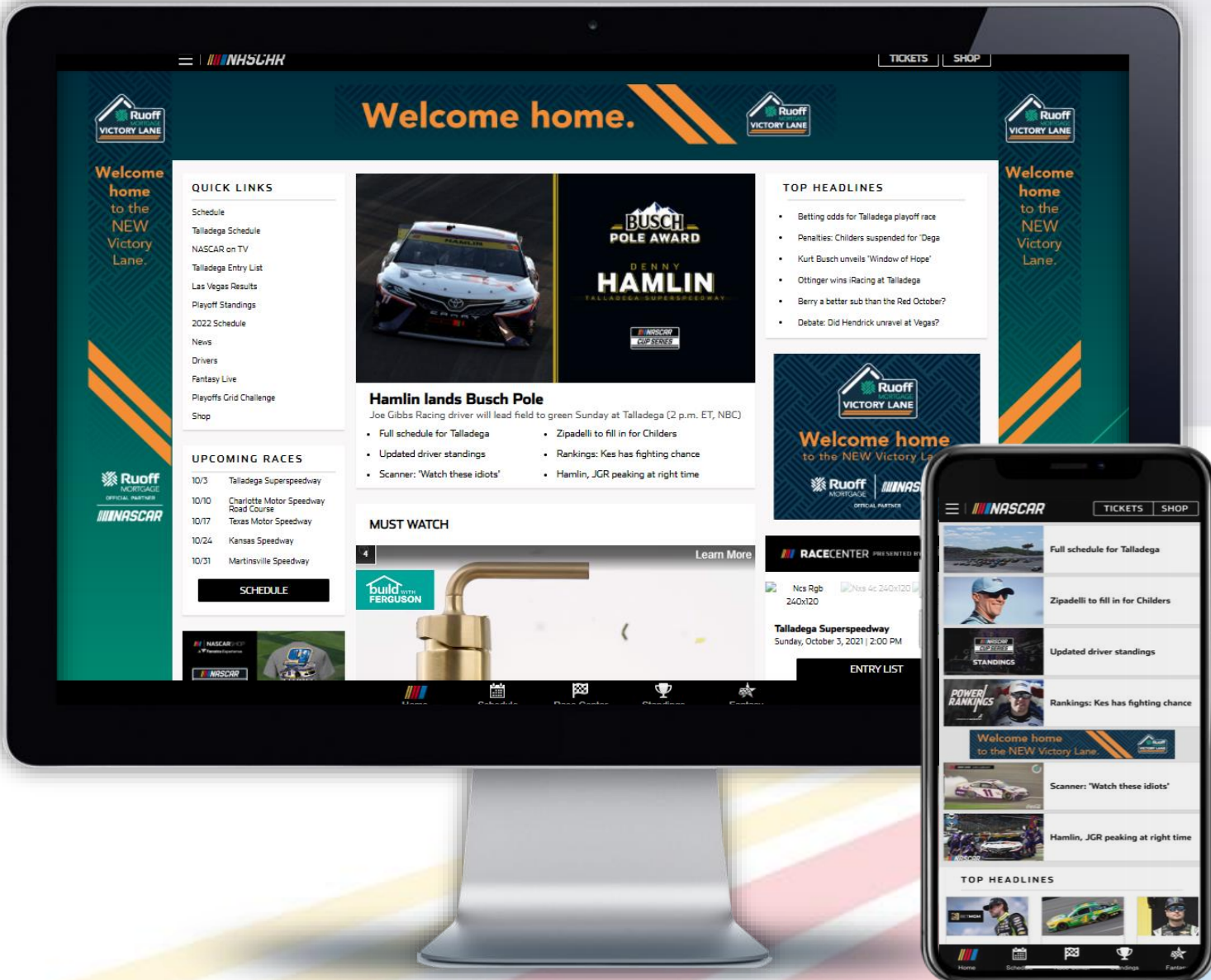
- 100% SOV of pre roll & display banners on nascar.com/drive
- ROS Display to run throughout NASCAR.com on article & gallery pages
- Homepage Module on race day to drive traffic to the Drive hub

Impressions: 3,500,000



HOMEPAGE ROADBLOCK

Utilize NASCAR.com's homepage to drive brand awareness, amplify promotions, or show driver/team support



Desktop screenshot shows synced display banners & pinned desktop skin

Ownership across NASCAR.com desktop and mobile that includes:

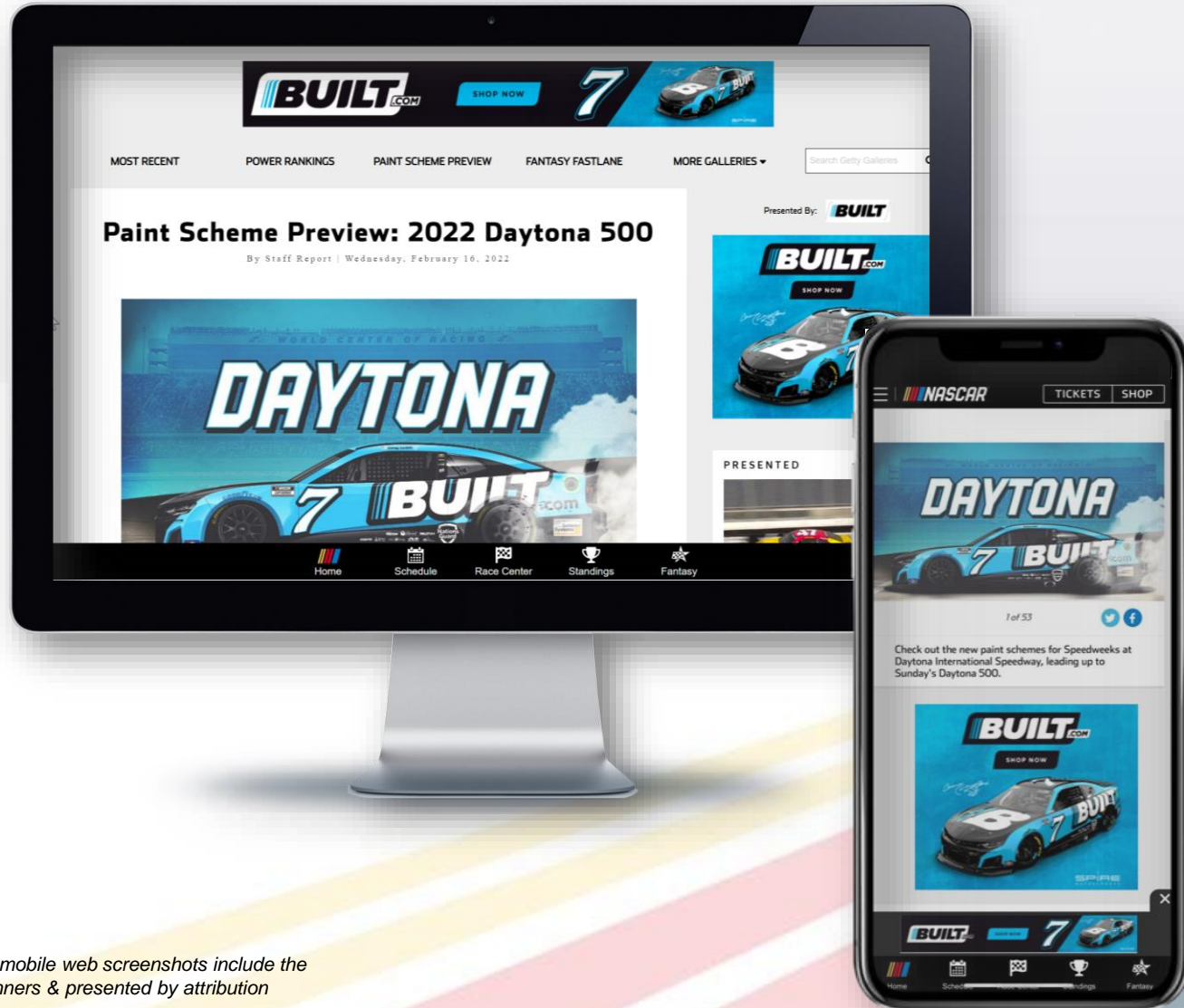
- Pinned desktop background skin
- 4x Mobile Web Adhesion Unit
- Sister site section fronts such as Series Landing, Schedule, Standings, etc.
- Extensions to NDM Owned & Operated properties Jayski, Racing Reference, etc.

Assets needed:

- Banner ads: 728x90, 300x250, 160x600
- Mobile: 320x50
- Desktop Skin (Custom 2000x1100)



PAINT SCHEME PREVIEW



Desktop & mobile web screenshots include the synced banners & presented by attribution

Paint Scheme Preview is the **#1 ranked editorial** franchise on **NASCAR.com** & allows fans the opportunity to see their favorite driver's paint scheme prior to the upcoming race

- Flight: Weds-Tues
- Package includes
 - 100% SOV of display banners
 - Custom cobrand banners to run throughout NASCAR.com to promote traffic to the gallery
 - 1x post on TW to promote sponsored gallery
- Impressions: 1,000,000
- Assets needed
 - Banners: 728x90, 300x250 & 320x50
 - Brand logo



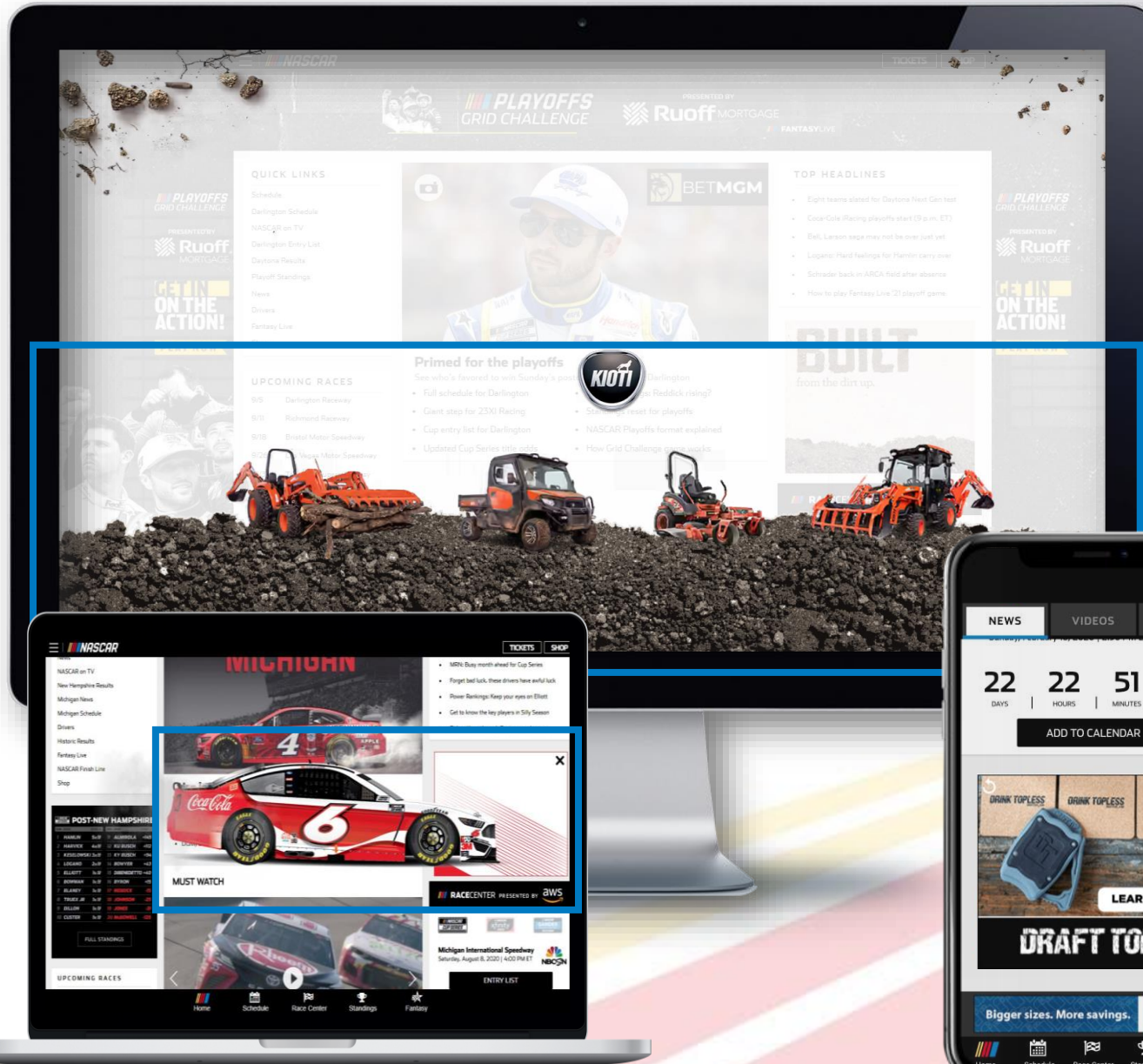
RICH MEDIA OPPORTUNITIES

Rich Media creatives provide the opportunity to reach NASCAR fans in high impact ways that are **organically attention grabbing and interactive**

NDM will collaborate to design a custom rich media unit that aligns with current promotions and broad messaging

Opportunities range from:

- 300x250 In-banner videos
- Pencil Pushdowns
- Custom Floaters
- Header Responsive Unit



NASCAR YOUTUBE

816K SUBSCRIBERS

19.7M AVG MONTHLY VIDEO VIEWS

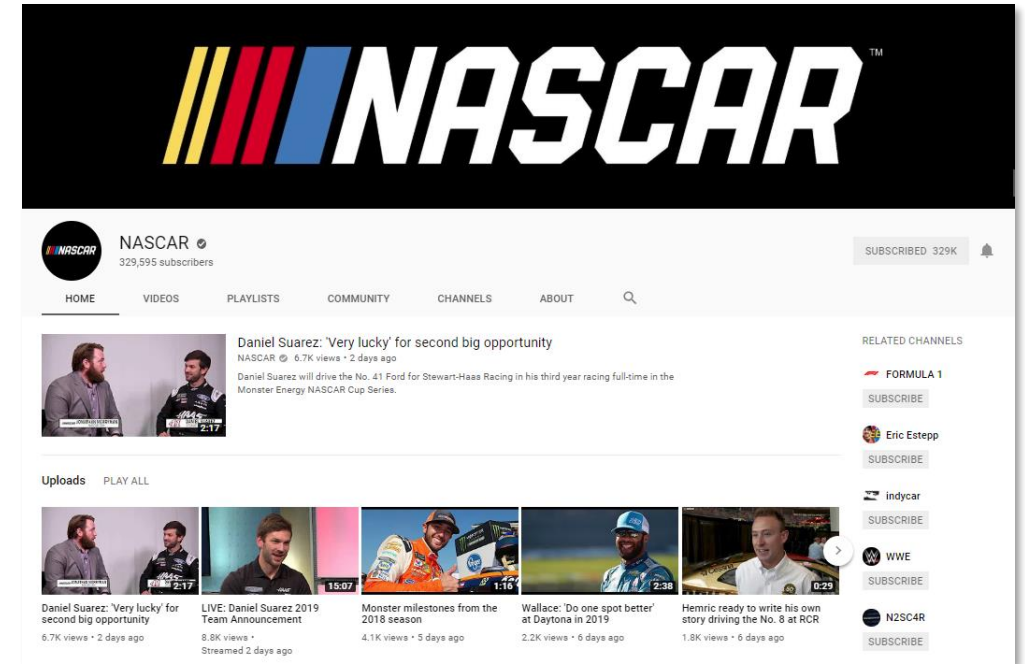
1.1 Billion impressions in 2021

Available ad type(s): Video and Display

- **In-stream video ads – pre-roll, midroll or post-roll in skippable, non-skippable and 6-second bumper ad formats**
- **In-video ads – text/banner overlay on video player**
- **Display – companion ad alongside player**
- **Targeting: Video/playlist, age range, gender, device, language preference**

Audience Demographics:

- **Gender: 90% male / 10% female**
- **Age: 13-24=35%, 25-44=45%, 45+=20%**



BRANDED RACE STORY



Integrate **your brand** into NASCAR's IG Race Recap Story

1.6M followers

Monday Race Recap Package

- 6-8 frames, all featuring branded paid partnership tag
 - Minimum of 4 frames to include custom template or stickers

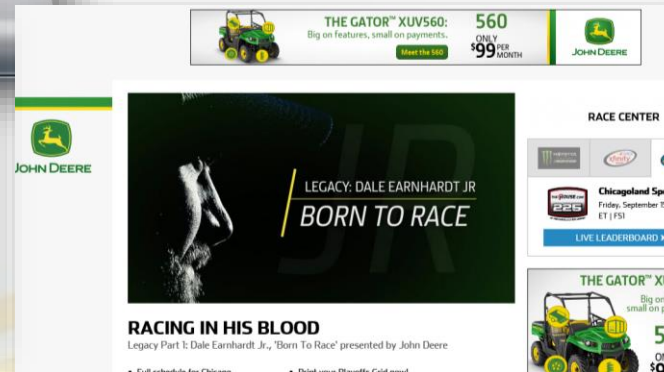
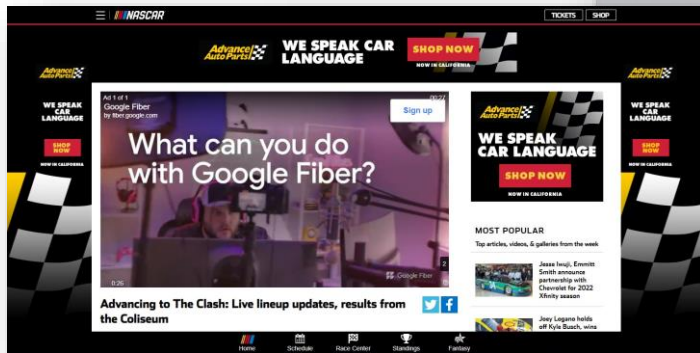
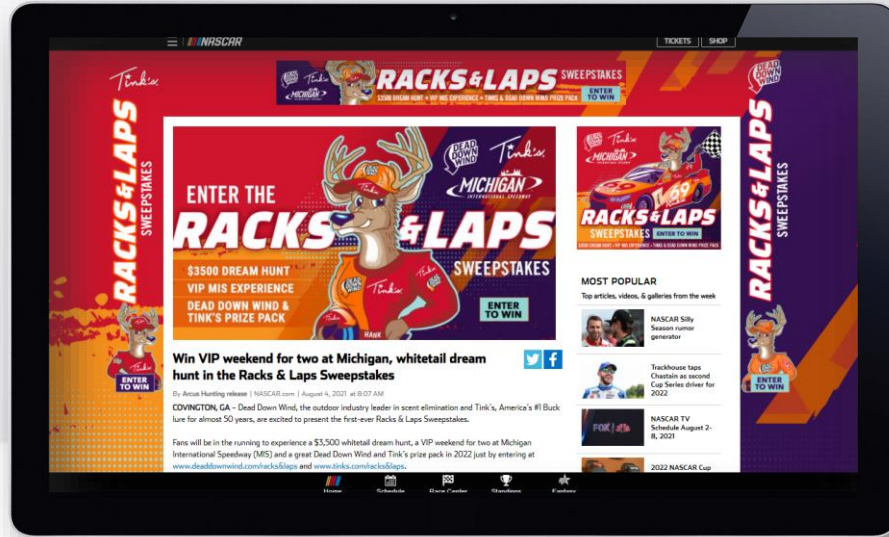
Assets needed:

- Brand guidelines
- Logo (eps)

Non-competes to NASCAR OMP's only



CUSTOM CONTENT



Custom Editorial on Desktop & Mobile

NDM can work with our award-winning production team to create relevant content that shares your brand story with our fan base

Content can be tailored to the brand in the form of editorials, galleries or a custom video series

Sponsorship may also include:

- 100% SOV of display or pre-roll
- Co-branded or native placements on NASCAR Digital Channels
- Social extensions pending approval

*Suggested timing for a custom content is a minimum of 1 month





CONTACT US

ADVERTISING@NASCAR.COM

