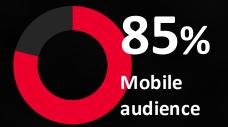
### NASCAR.COM

# **Site For Digital Millennial** Consumption vs. All **Major Sports Leagues**

## CUSTOMIZED AND SCALABLE SPONSORSHIP PACKAGES





99.9%

**Brand safety** 

**67**% Male

33%

Female

1/3
HH with Children

**45**%

Use a second device to follow NASCAR on race day

**Mobile Web** 

**Mobile App** 

Desktop









3.6M

#### **ADVERTISING OPPORTUNITIES**



**RACE CENTER & LIVE LEADERBOARD** 



**ROS / RICH MEDIA** 



**RACE HIGHLIGHTS & ALL ACCESS** 



**EDITORIAL & VIDEO SPONSORSHIPS** 



**COUNTDOWN TO GREEN** 





**SOCIAL (COMPETITION / DARK)** 

#### CONTACT US

FOR ALL INQUIRIES RELATED TO BUYING MEDIA AND ADVERTISING ON NASCAR.COM AND AFFILIATED SITES:

ADVERTISING@NASCAR.COM

FOR ALL PROGRAMMATIC, THIRD-PARTY OR AD TECH INQUIRES:

**REVOPS@NASCAR.COM** 

**DOWNLOAD THE NASCAR DIGITAL MEDIA KIT** 

**2025 MEDIA KIT**