2022 MEDIA KIT

RacingJUNK.com®
DIVISION OF INTERNET BRANDS AUTO GROUP CLASSIFIEDS

OTHER PROPERTIES

OLDRIDE.com
COLLECTOR CAR NATION
HOTRODHotline.com

THE FASTEST WAY TO REACH YOUR CUSTOMERS
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.

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
RacingJunk.com at a Glance

**Reach**
- 18 million+ monthly page views
- 1.2 million+ visits/month
- 600,000+ unique visitors/month
- 6:00 average session duration
- 15.00 pages per session
- 918,000+ registered users
- 435,000+ email addresses

**Social Media**
- 280,000+ Social Media Followers
- 182,000+ Facebook Followers
- 80,000+ Instagram Followers
RacingJunk is #1 Ranked for search terms related to sale of:

- LS Engine
- Race Cars
- Rat Rods
- Street Rods
- Drag Cars
- Sprint Car
- Off-Road Vehicles
- Race Car Parts
- Dirt Track Cars
- Car Haulers with Living Quarters
- Race Car Trailers
- Pulling Tractors

RacingJunk is Top Ten for search terms related to sales of:

- Classic Cars for Sale
- Go Karts
- Muscle Cars
- Old Cars
- Hot Rods
- Funny Car
- Dirt Track Racing
- Project Cars
- Sprint Car Racing
- Enclosed Car Trailers
- Motorcycle Trailer
- Engines for Sale
- Custom Cars for Sale
- Racing Parts
- Rolling Chassis
Banner Advertising

Pricing starts at $1.25/CPM*

Options Include:
- Run Of Site
- Category Targeting
- Geo-targeting
- Most Recent & Popular Ad Targeting
- News & Tech Targeting

Available sizes:
- 728x90
- 300x250
- 300x70
- 320x50
- 160x600
- 300x600

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
Email and Direct Mail Marketing

Email campaigns start at $25/CPM with 435,000+ 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!

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

- Product Showcase $500/mo*
- Above the fold location on the homepage

Newsletter Sponsorship

Sponsor the RacingJunk.com newsletter reaching over 145,000+ customers – $500*

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

• Logo Inclusion on a Poster distributed at SEMA and PRI

• Logo on 4,000+ t-shirts given away at PRI

• Top Gear First Gear Advertising Package for 3 months*

• Inclusion in four quarterly product promotion email blasts to our Hotlist of 145,000+ of our most engaged opt-in members in 2023*

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!
Banner Advertising

Desktop banners starting at $4.25 ROS*

Mobile Banners starting at $3.00/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!
Email Marketing and Newsletters

Email campaigns start at $30/CPM reaching 25,000+ opt-in names
+$150 set up fee*

Weekly Newsletter – $250 advertorial content reaching 41,000+ opt-in names*

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

Pricing starting at $3.50 CPM*

Available sizes
728x90
300x250
160x600
300x600
250x600
320x50

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

Email campaigns start at $30/CPM reaching 22,000+ opt-in names +$150 set up fee*

Weekly Newsletter $250 advertorial content reaching 25,000+ opt-in names*

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

Email campaigns start at $35/CPM reaching 36,000+ Opt-in names +$150 set up fee*

Weekly Newsletter $250 – banner ad placement reaching 32,000 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!
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.

Ask us how to become one of these resources.
PARTNERSHIPS
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
THE FASTEST WAY TO REACH YOUR CUSTOMERS