



Every Car Event - Everywhere

2024 MEDIA KIT



YOUR KEY TO A \$28 BILLION MARKET

CarShowSafari.com is on a mission to list *EVERY CAR EVENT – EVERYWHERE!*... to be the most complete and accurate source for event listings across the country, tailored to the interests of the millions of auto and motorsport enthusiasts who spend \$27.8 billion* annually on their hobby.

Uniquely positioned at the center of car and motorsport enthusiasts, as well as manufacturers, suppliers and service providers, event organizers and vendors, the site is designed and built to serve as the focal point of the entire automotive hobby.

CarShowSafari.com has been built from the ground up with innovative advertising and sponsorship opportunities, offering unprecedented access to your customers.

**CAR AND
MOTORSPORT
ENTHUSIASTS**

**EVENT
ORGANIZERS
& VENUES**

**MANUFACTURERS,
SUPPLIERS &
SERVICE PROVIDERS**

VENDORS



**CarShowSafari.com's
broad scope will enable targeted advertising
to reach a wide range of current and potential
consumers in one site.**

* SEMA



THE BIG AUDIENCE

Our audience is the “car enthusiast,” encompassing a wide demographic of more than 35 million men and women in the United States alone.

Car enthusiasts own and appreciate American cars, foreign cars, muscle cars, tuner cars, trucks, motorcycles, sports cars, exotic cars, pre-war, post-war, brass era, race cars, carting, just about every car you can imagine. This “enthusiasm” also includes aircraft, boats, personal watercraft, snowmobiles, and more.

A large portion of car enthusiasts are also motorsport enthusiasts, either as spectators and/or as participants. While NASCAR and IndyCar are well-known, there are also hundreds of semi-pro and hobbyist racing organizations across the country that race on oval tracks, road courses, and drag strips. In all, thousands of racing events take place each year.

Car enthusiasts often plan their vacation and travel plans around a specific events. Most racing enthusiasts attend racing events regularly. Commercial sponsorship supports racing at all levels, and there is a high level of brand loyalty among fans and racers.

CarShowSafari.com provides easy access to the latest up-to-date information on just about every form of automotive event. No matter what the event, as long as it involves an engine with wheels, wings, or water, it can be found at

CarShowSafari.com

**Our audience is
broad, diverse and passionate
about all things automotive**





COOL DEMOGRAPHICS:

The enthusiasts who visit our site are the same people who purchase products and services like yours, making CarShowSafari.com the place to get your message out to them. And our audience returns regularly, so you'll be reaching them on a consistent, and reliable basis.

A vibrant, exciting website with fresh, continually-updated content brings an enthusiastic audience that returns frequently, making CarShowSafari.com your best choice to reach potential customers time after time.

*NOT JUST EYEBALLS...
CAR-GUY EYEBALLS!*

EDUCATED

80% of our audience have attended college.

**PREDOMINANTLY
MALE**

between the ages of 34-64.

AFFLUENT

Average annual income is more than \$90,000.

SOCIAL

90% of our audience gets together with groups exchanging word-of-mouth information

FAMILY ORIENTED

72% of our audience is married,
91% own a home.

DEDICATED

72% of our visitors own two or more classic cars and attend an event at least once a week.

ACTIVE

More than 50% of our audience is employed full time, and more than 20% are retired leading active lifestyles.



TRAFFIC JAM:

CarShowSafari.com is constantly improving, so our traffic numbers are constantly growing. With visitors returning on a weekly basis, rather than *occasionally*, your message will reach the right audience on a consistent, dependable basis.

Additionally we are building a strong social network presence including live feeds from auto and motorsport events, as well as a dedicated weekly email audience.

**NOT JUST TRAFFIC...
CAR-GUY TRAFFIC!**

INSTAGRAM

5620

PAGE VIEWS

174154

PINTEREST

5200

SESSIONS

86561

FACEBOOK

1195

USERS

66296

TWITTER

791

EMAIL LIST

5187



BROADCAST YOUR MESSAGE WITH DYNAMIC AND INNOVATIVE SPONSORSHIP OPPORTUNITIES

CarShowSafari.com offers innovative sponsorships on select pages of the website giving you maximum exposure to your consumers. Unlike other sites that stack your message on the perimeters of the site below dozens of other companies, our sponsorship opportunities put your name front and center. Some of our promotional programs include:

- FEATURED EVENT SLIDES
- INFO-RAMA ADVERTORIALS
- DEDICATED EMAIL BLASTS
- BANNER ADVERTISING
- EMAIL BANNER ADVERTISING
- MAIN MASTHEAD BANNER



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about our sponsorship opportunities. Our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.

The screenshot displays the Car Show Safari website interface. At the top, the navigation bar includes links for HOME, FIND AN EVENT, LIST AN EVENT, NEWS, CLUBS, RESOURCES, and DASHBOARD. The main masthead features a large banner for 'Stop RUST Permanently!' with an image of a hand painting a blue car and cans of POR 15 rust prevention product. Below this, there are several content blocks: a 'FEATURED EVENTS' section for 'CONE JO VALLEY' with a 'Cars & Coffee!' event; an 'INFO-RAMA' section titled 'So You Want to Have a Car Show..'; a 'SafariNEWS' section with an article 'A New Height in Publicity, Part 2'; and a testimonial from Linda McFarland. At the bottom, there are two more banners for 'AMERICAN MUSCLE' (a yellow Mustang) and 'AMERICAN TRUCKS' (a red truck).



FEATURED EVENTS SLIDES ▼

sport event listings nationwide. Automotive and racing news, history and editorial. Car club resources.

FEATURED EVENTS



"The Grand Daddy of Them All!"
GRAND NATIONAL ROADSTER SHOW
Jan 24, 25, 26. Pomona Fairplex, CA

INFO-RAMA

Put your event up front, right on the homepage with our **Featured Events** slider. It's the first thing our audience sees, acts as a recommendation from CarShowSafari, and gets the full use of our nationwide exposure. Clicking on the **Featured Events** slide brings visitors directly from the homepage to your event listing.

Available by the month.



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about your Featured Event slide. Our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.

POSITIONED RIGHT ON THE HOMEPAGE,
OUR FEATURED EVENT SLIDE LINKS TO
YOUR EVENT LISTING PAGE!

Every Car Event - Everywhere!


HI, SAFARI GUY | [JOIN](#) | [LOG](#)

HOME
FIND AN EVENT
LIST AN EVENT
NEWS
CLUBS
RESOURCES



FEB 2

2024

FRIDAY

GRAND NATIONAL ROADSTER SHOW



START DATE
February 2, 2024

END DATE
February 4, 2024

LOCATION:
Fairplex in Pomona
1181 W McKinley Ave
Pomona, California 91768

EVENT INFO:
The O'Reilly Auto Parts Grand National Roadster Show is now in its 74th year. Once known as the Oakland Roadster Show, it is the longest running indoor car show in the world and will be produced at the Fairplex in Pomona for the 16th consecutive year.

Over 500 show vehicles will compete for awards inside the Fairplex buildings, including America's Most Beautiful Roadster. Another 400-600 vehicles will join the event each day for the 18th Annual Grand Daddy Drive-In.

ADMISSION: Adults: \$30/day; Kids (6-16): \$10; Kids 5 and under: free

EVENT WEBSITE: [Event Website](#)

CONTACT INFO: Phone: (877) - 763 - 7469
Email: info@rodshows.com

Date	Start Time	End Time
February 2, 2024	12:00pm	8:00pm
February 3, 2024	10:00am	8:00pm
February 4, 2024	10:00am	6:00pm

EVENT TYPE:
Car Show
Show & Shine

EVENT SPECIALTIES:
Classics
Competition Cars
Customs

EVENT MOTORSPORTS:

EVENT VEHICLES:
Auto



INFO-RAMA ▲ (SPONSORED INFORMATIONAL ADVERTORIALS)

Providing informative, educational content is a great way to reach potential customers! Much more effective than a simple ad, informational advertorials create customer appreciation and loyalty, making them more likely to use your products or services. A large logo and headline on our home page will link to the full article or video, which will provide customers with useful information that ensures that they remain loyal, life-long customers. **Dedicated Advertorial pages** are full size pages with no other marketing or advertising, and multiple pages available.



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about building your advertorial, or if you prefer, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.



EMAIL BLASTS

Your message will be the main, singular focus of an email blast reaching 5000 inboxes of car show enthusiasts nationwide, including a second mailing to any inboxes that did not open the first mailing. With a very high open rate, our email blasts are a very effective way of getting your message out to the right audience.



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about building your ad, or if you prefer, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!

[View Online](#)



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Rent the Zimmerman Automobile Driving Museum for Private Events!

Centrally located in the South Bay beach community of El Segundo, California, just 5 minutes from LAX, the Zimmerman Automobile Driving Museum offers a unique venue for private parties and corporate events.

With a choice of our Packard Ballroom, the Museum Floor, the 1950's-themed Ice Cream Parlor, or the Executive Conference Room in our Library, the ADM event spaces provide a vintage feel and photo opportunities surrounded by our magnificent vintage automobile collection.

[Click here to learn more about this unique and exciting opportunity!](#)

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**It's totally free to find an event, list an event,
and to list your car club,
so check out [CarShowSafari.com](#) today!**





WEBSITE BANNER ADVERTISING

CarShowSafari.com offers a variety of standard ad sizes in prominent locations around the site. We will be happy to help you choose the right ad sizes and placements to reach your customers.

ADVERTISING OPTIONS:

We accept a variety of ad formats and file types in accordance with the IAB (International Advertising Bureau) standards.

Available Ad Sizes include:

- Medium Rectangle: 300p x 250p (4.167" x 3.472")
- Leaderboard: 728p x 90p (10.11" x 1.25")
- Wide Skyscraper: 160p x 600p (2.22" x 8.33")

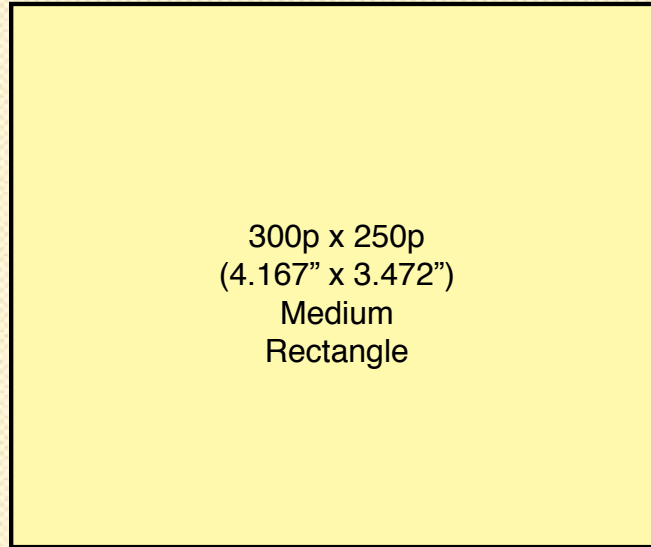
Accepted Ad Formats

- Standard image formats (GIF, JPG, PNG)
- Rich Media – JavaScript, Flash (SWF), HTML
- Text
- Video (SWF)
- Third-party ad serving accepted

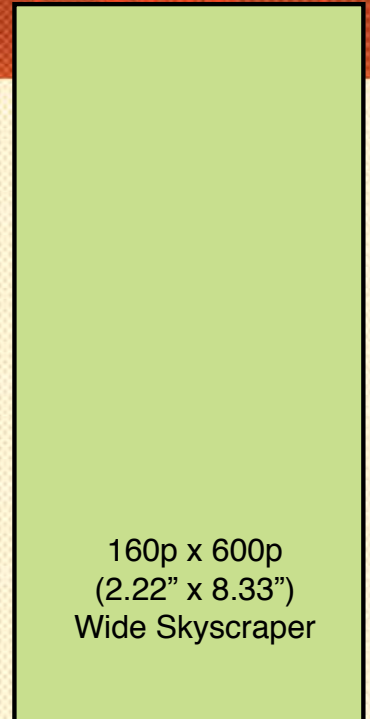
SPECIFICATIONS

- Hosted files may not exceed 100K
- No limit on creative hosted elsewhere
- Animation length max 15 seconds, 3 loops

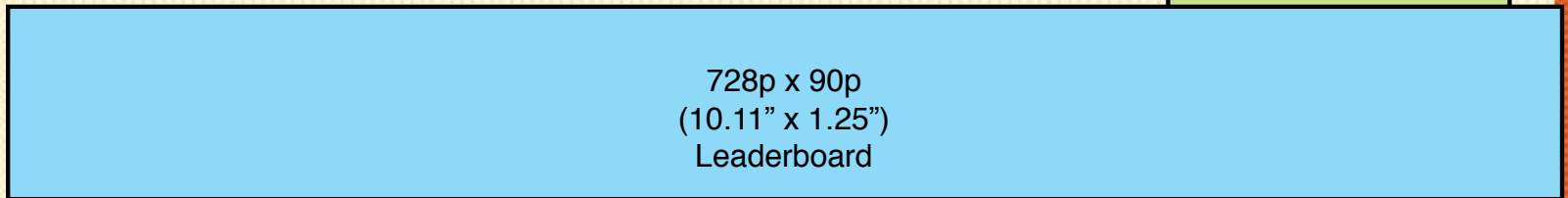
(All ads here are shown smaller than actual size)



300p x 250p
(4.167" x 3.472")
Medium
Rectangle



160p x 600p
(2.22" x 8.33")
Wide Skyscraper



728p x 90p
(10.11" x 1.25")
Leaderboard



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about building your ad, or if you prefer, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!



This Halloween, don't let a black cat cross your path!



Happy Halloween!
from



Check out our very cool sponsors!

Email Leaderboard
728p x 219p
(5" x 1.5")

Email Leaderboard
728p x 219p
(5" x 1.5")

Email Leaderboard

EMAIL BANNER ADVERTISING

Every week, CarShowSafari.com produces and sends an email correspondence to over 5000 addresses, with substantial open rates. Each contains advertising and sponsorship opportunities so that you can reach the target audience beyond the website.

Email Leaderboard
728p x 219p
(5" x 1.5")

SHOWN ACTUAL SIZE



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about building your ad, or if you prefer, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!



VENDOR LISTINGS ►

Our VENDOR LISTINGS is the area of the site where car and motorsport enthusiasts, car clubs, and event organizers across the country can connect with vendors in their area, and nationwide, for products or services. From DJs and food trucks, T-shirt vendors and tent rentals, parts suppliers and repair shops, this is where event organizers, *and the general car enthusiast public*, connect with vendors. VENDOR LISTINGS will be searchable by service, state, and by geographic area. Best of all, a VENDOR LISTING is super affordable!

Imagine your products or services, listed with your logo, description of your company, along with phone number, website link and email address in front of a wide range of car and motorsports enthusiasts as well as event organizers.



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about a Vendor Listing, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!

The screenshot shows the Car Show SAFARI .com website interface. At the top is the logo and navigation menu (HOME, FIND AN EVENT, LIST AN EVENT, RESOURCES, NEWS, DASHBOARD). The main content area features a large graphic with the text '* VENDOR * LISTINGS' and a call to action: 'Hey Vendors! Get listed below, click here!'. Below this is a search filter section with 'Search By:' and dropdown menus for 'All Specialties', 'All States', and 'All Regions'. Three vendor listings are displayed:

- Bill Bravo Automotive Portraits**: Bill Bravo creates photographic portraits of classic automobiles that are custom-designed expressly for the owner of the car. The cars are all photographed outdoors, and the portrait designs are created in Photoshop. He'll remove background clutter, and then select certain details of the car as a new background. The result is a studio-like portrait that tastefully combines the up-close details one might only see when viewing the car in person.... Email: bbravo@epix.net | Cell: 570-280-6410 | Land: 570-992-0443 | Fax: 570-992-0976 | 2529 Ridgeway Dr., Sciota, PA 18354
- Fabulous Furniture on 28**: Live Edge Furniture • Space Age Sculpture • Cutting Edge Automobile Design. Steve Heller started Fabulous Furniture in 1973. We do all our own logging, and many of these trees have "defects" that produce incredible grain patterns. He does the milling, sawing and drying right at Fabulous Furniture in Boiceville, NY. Nothing is stained or dyed: all variations occur naturally in the wood. Steve's work also includes Space Age Sculpture as well as Cutting Edge Automotive Design. 3930 Route 28, Boiceville NY 12412 | Tel: 845.750.3035 | http://fabulousfurnitureon28.com | Email: fabfurn1@gmail.com
- G-Wiz Auto Entertainment**: At G-Wiz Auto Entertainment, we offer the best in Car Detailing & Accessory Services, giving you the attention and personal service you'll come to expect. Our rates are competitive, with no hidden fees. Our employees are friendly and will be there to help you every step of the way. We also have a Mobile Carwash as part of our services to make sure your automobile looks new for a long time. If you're looking for high quality and personal service, you've come to the right place. 908.482.8132 • http://www.gwizautoentertainment.com • gwiz2carwash@aol.com • Servicing Union, Somerset Middlesex, Essex, & Mercer counties, New Jersey



The Big Kahuna: MAINSCREEN BANNER ►

Mainscreen Sponsorship is the big kahuna and puts your company out front and top center on our homepage.

- Your **Mainscreen Banner** will appear as one of a limited number of slides in our huge, prominently displayed 1080 x 304 pixel Mainscreen Banner Slideshow at the top of the site. Your banner is linked to your own Dedicated Sponsor Page, a full page of your content that can include text, images, and video link, including your company logo and information, and a link to your website prominently displayed.
- The Dedicated Sponsor Page is a stand-alone page with only a CarShowSafari masthead, and no other advertising or branding competing for attention.
- We will create the graphics for your Mainscreen Banner **absolutely FREE!**



Every Car Event - Everywhere!

Car Show SAFARI .com

HOME | FIND AN EVENT | LIST AN EVENT | NEWS | CLUBS | RESOURCES | DASHBOARD

LOG IN / LOG OUT
BECOME A MEMBER

Find an Event!

FEATURED EVENTS
Hosted by
ONE JO

MAINSCREEN SPONSORSHIP
includes a large Homepage slide with a link to your own

DEDICATED ADVERTORIAL PAGE
that comprises the full height and width of the site! A gigantic promotional space (1000 pixels x 1500+ pixels) that is all yours! And you can have multiple pages!

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CONCIERGE CREATIVE SERVICES

Contact us if you have questions about a sitewide sponsorship, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!

Sponsor logos and images shown are trademarks of their respective organizations, and are not meant to represent endorsement by that organization.



Host a Car Show and Boost your Business! CAR SHOW SAFARI CONSULTING can help you do it.

Turn your parking lot into a revenue generator

Car shows and cruise-ins are a powerful way to attract more customers, increase revenue, promote your business, strengthen your existing customer relationships and build community spirit. However, ensuring the success of a car show or cruise-in is not easy. Car Show Safari Consulting can help you achieve your goals.

Feasibility Study

Before you expend a lot of time and effort, our Feasibility Study ensures that the economics make sense and the event is right for you. Our study researches a variety of factors which includes:

- Recommendation of the type of event that best fits your needs
- Competitive analysis customized around your business and region
- Customer demographic analysis
- Identification of local resources and potential partners

Event Consulting

Once our Feasibility Study indicates that an event is a good fit, our Event Consulting Program will help you make that event a success. The services we offer include the following:

- Maximizing audience exposure and participation
- Strategies to ensure profitability
- Event logistics, operations and support
- Customer retention strategies
- Sponsorship recruitment and cross-promotion
- Charity identification and partnership
- Event marketing; collateral material creation & media strategy

A car show can be a fun and profitable addition to your calendar of events. Whether you are seeking to turn your parking lot into a source of revenue, promoting your core business, or building community spirit, Car Show Safari Consulting is ready to help you be successful.





For CarShowSafari.com advertising and sponsorship rates and information, please contact:



Tommy Scalera,
phone: (973) 342-6462
email: tommy@carshowsafari.com

