



CarShowSafari.com Advertising Rate Sheet 12/2023

CarShowSafari.com offers innovative sponsorships on prominent pages of the website giving you maximum exposure to automotive enthusiasts and putting your message front and center.

CarShowSafari.com receives *103,000 page views, 68,000 sessions, and 60,000 users* in a 6 month period. We have *14,000 members* and a *5000 address email list*. And these are not just eyeballs, these are **car enthusiast** eyeballs... the exact demographic you want to reach!

(Please see the CarShowSafari.com Media Kit for full descriptions of each program)

A) **Featured Events Slideshow**

Designated as “**Featured Events**”, your slide appears in a prominent location on top right of our homepage. It's the first thing our audience sees, and acts as a recommendation from CarShowSafari.com. Best of all, it gets the full use of our nationwide exposure. Clicking on the **Featured Events** slide brings viewers directly from the homepage to your event listing, skipping the “search by state” path. It reaches car enthusiasts in your area, as well as those visiting your area from all across the country, who would love to add the your event to their itinerary because they saw it on CarShowSafari.com!

Featured Event slides are available for placement by the month, and links to your event’s listing in the Safari listings section..... **\$ 45 / per month**

B) **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. Regular blasts are recommended to increase consumer brand awareness and impact.....**\$ 35 /ea**

(continued...)

C) **Banner Advertising**

Dramatic, full-width banner ads on CarShowSafari's homepage cannot help but get attention!

1) **Website Banner Ads:** • **2 Medium Rectangles: 300 x 250** or • **1 Leaderboard: 728 x 90**
Monthly rate for either ad sizes on the homepage..... **\$ 75 / month (6 month min)**

2) **Email Banner Ads:** • **Leaderboard: 750 x 211**

Your banner ad will appear on every single email blast we send out (between 4 to 12 a month) to the 5000 inboxes of car show enthusiasts nationwide, including a second mailing to any inboxes that did not open the first mailing. A high open rate insures your ad will get seen!
Monthly rate for email blast leaderboard ad..... **\$ 45 / month (6 month min)**

D) **Sponsored Advertorial Pages**

Positioned in a prominent location on the homepage under the headline "**Info-Rama: Tips, Tricks and How-Tos**", your logo and graphic will link to your own **Dedicated Sponsor Advertorial Page** (1 full page or more). The concept is to be informational, and not a sales pitch, containing content that is instructional, historical, or informative. However, it does contain your company logo and information, and a link to your website prominently displayed. The great feature of this program is that visitors interested in learning more about your company or product will spend time going more in-depth without feeling like they are being "sold to"

The **Dedicated Sponsor Advertorial Page** is a stand-alone page placed below the CarShowSafari masthead, with *no other advertising or branding competing for attention*, and can contain text, images and video links. Update your content as frequently as monthly**\$ 125. / month (6 month min)**

E) **Mainscreen Sponsorship**

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 very 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*.

Mainscreen Sponsorship.....**\$ 150. / month (6 month min)**

(continued...)

Bundled Advertising Packages

Bundling promotional programs can give you the most marketing bang for your buck.

- **Package 1:** B) Two Email Blasts a month
 - + C1) Website Banner ad
 - + C2) Email Banner ads

Package 1 gives you solid and varied exposure to both our email list and our visitors.

(individually: \$190)..... **\$ 175 / month (6 month min)**

- **Package 2:** B) Two Email Blasts a month
 - + C1) Website Banner ad
 - + C2) Email Banner ads
 - + D) Sponsored Advertorial

Package 2 gives you exposure to both our email list and our visitors, but adds the feature of *Sponsored Advertorial* reaching interested visitors who want to learn more about your company, and are able to reach out to you easily.

(individually: \$315)..... **\$ 300 / month (6 month min)**

- **Package 3:** B) Two Email Blasts a month
 - + C1) Website Banner ad
 - + C2) Email Banner ads
 - + E) Mainstream Banner

Package 3 gives you exposure to both our email list and our visitors, but adds the big full-width *Mainstream Banner* ad that they cannot miss.

(individually: \$340)..... **\$ 325 / month (6 month min)**

- **Package 4:** B) Two Email Blasts a month
 - + C1) Website Banner ad
 - + C2) Email Banner ads
 - + D) Sponsored Advertorial
 - + E) Mainstream Banner

Package 4 is the **full monty!** Giving you exposure to both our email list and our visitors, plus the *Sponsored Advertorial*, PLUS the big full-width *Mainstream Banner* ad that cannot be missed. Essentially, your company or product will prominently appear in every area of CarShowSafari and dramatically reach every single visitor! Where else can you get blanket exposure to a car enthusiast audience at such a great rate?!

(individually: \$465)..... **\$ 435 / month (6 month min)**

(continued...)

Contact us if you have questions about our advertising and 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.



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