



Sponsorship and Advertising Rate Sheet 10/2024

CarShowSafari.com offers innovative sponsorships on select pages of the website giving you maximum exposure to your consumers and put your message front and center. We receive *144,000 page views, 136,000 sessions, and 120,000 users* last year alone. We have over 14,000 active members, 5000 email subscribers, over 7000 followers on social media with reposts to an additional *34,000* followers through our media partners. And these are not just eyeballs, these are *car enthusiast* eyeballs... the exact demographic that you want to reach!

Advertising Programs

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

Featured Events Slideshow

Designated as “**Featured Events**”, your slide is the first thing our audience sees, appearing in a prominent location on the top of our homepage. It links directly to your listing, which now gets ★★★★★ designation, acting as a recommendation by CarShowSafari. Clicking on the **Featured Events** slide brings viewers directly from the homepage to your event listing, skipping the “search by state” path, and getting the full use of our nationwide exposure. It reaches car enthusiasts in your area, and those visiting your area from all across the country, who would love to add your event to their itinerary because they saw it on CarShowSafari.com! A **Featured Event** slide is only \$ 65 /month, and we'll create the graphics for free! It is available for placement by the month.

Your slide appears in rotation on homepage promoting your event. Can links to your event's listing in the Safari listings section, or to optional *Dedicated Sponsorship Page*.

(See page 7 of our Media Kit for more info)..... **\$ 65 / per month**

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Email Blasts + Social Media Posts

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.

Also included are simultaneous social media posts on both Facebook and Instagram matching the email blasts. Emails can link to your event's listing in the Safari listings section, or to optional *Dedicated Sponsorship Page*.

(See page 8 of our Media Kit for more info)..... **\$ 40 / per blast+post**

Mainscreen Banner Slide

Mainscreen Banner Slide is the flagship product that puts your company out front and top center on our homepage.

Your **Mainscreen Banner Slide** 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 a show listing, to an optional *Dedicated Sponsorship Page*, or your website link.

(See page 9 of our Media Kit).....**\$ 95. / month (3 month min.)**

Dedicated Sponsor Page

We can create your own **Dedicated Sponsor Page**, a full page (or more) of your content that can include text, images, and video link, including your company logo and information, and a prominently displayed link to your website. The **Dedicated Sponsor Page** is a stand-alone page with only a CarShowSafari masthead, and **no other advertising or branding competing for attention.**

The Dedicated Sponsor Page can be linked to from your *Featured Event* slide, your *Mainscreen Banner Slide*, *email blasts* and *email banner ads*.

(See page 10 of our Media Kit for more info).....**\$ 75. / month (3 month min.)**

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Banner Advertising

Dramatic, full width banner ads on CarShowSafari cannot help but get attention! Banner ads can be linked to a show listing, to an optional *Dedicated Sponsorship Page*, or your website link.

- ***Email Banner Ads:*** - **Leaderboard: 750 x 211**

With several email blasts going out a week, your banner ad will reach 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. Monthly rate for Leaderboard ad:

(See page 11 of our Media Kit for more info)..... **\$ 65 /month (3 month min.)**

- ***Website Banner Ads:*** - **2 Medium Rectangles: 300 x 250**
or - **1 Leaderboard: 728 x 90**

Monthly rate for various ad sizes on the homepage:

(See page 12 of our Media Kit for more info)..... **\$ 85 /month (3 month min.)**

“Info-Rama” 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, containing content that is instructional, historical, or informative, and not acting as a sales pitch. However, it does contain your company logo and information, and a prominently displayed link to your website. 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.

(See page 13 of our Media Kit for more info)**\$ 125. / month (6 month min.)**

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Event Promotion Packages

All Event Promotion Packages include us listing your events for you on our listings pages!

- **Package 1:** Provides exposure to both visitors to CarShowSafari as well as our email membership and social followers.
 - A) *Featured Event* slide on the homepage linking to your listing (graphic changed once per month).
 - B) Two Email Blasts + Social Posts (Facebook & Instagram) per month (individual graphics)...... **\$ 135 / month (3 months recommended)**

- **Package 2:** Increases event publicity by adding the large full-size ***Mainscreen Banner Slide*** running full-width across the top of the homepage.
 - A) ***Mainscreen Banner Slide***, a full-width slide linking to your listing (graphic changed once per month).
 - B) ***Featured Event Slide*** on the homepage linking to your listing (graphic changed once per month).
 - C) ***Two Email Blasts + Social Posts*** (Facebook & Instagram) per month (individual graphics)...... **\$ 230 / month (3 months recommended)**

- **Package 3:** For maximum effect, Package 3 would include a ***Mainscreen Banner Slide***, a ***Featured Event Slide***, and ***email/social outreach*** increased in frequency to ***once a week***. These promotions would all link to your ***Dedicated Sponsorship Page***. As a bonus, we would add your banner to **all email blasts** linking to your ***Dedicated Sponsorship Page***.

Essentially, your message will prominently appear in every area of CarShowSafari and dramatically reaches every single visitor! This package offers the best value by providing high-quality products that offer the maximum opportunity to reach CarShowSafari's audience at a price that won't break the budget.

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Includes:

- A) ***Mainscreen Banner Slide***, a full-width, top-of-the-site slide linking to your own *Dedicated Sponsorship Page*.
- B) ***Featured Event Slide*** on the homepage linking to your listing, or your *Dedicated Sponsorship Page*.
- C) ***Four Email Blasts + Social Posts*** (Facebook & Instagram) per month.
- D) ***Email Banner ad*** on ALL email blasts linking to your *Dedicated Sponsorship Page*.
- E) ***Dedicated Sponsorship Page***, a full page (or more) of your content with *no other advertising or branding competing for attention*, and can contain text, images and video links, including your company logo and information, and a link to your website prominently displayed.

..... **\$ 440 / month (3 month minimum)**

The price includes that option of updating content as frequently as a monthly basis over a 3-month minimum period.

Additional Services

Concierge Creative Services

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!.....**Call to discuss**

Car Show Safari Consulting

Host a Car Show and Boost your Business! Car Show Safari Consulting can help you 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. Car Show Safari Consulting can help you achieve your goals.....**Call to discuss**



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