

IHRA Motorsports Internet Advertising

The IHRA Motorsports Internet Network currently consists of the IHRA.com, and StreetWarriorz.com websites, with another site being developed for our Thunder Jam Series. This network of websites is growing larger every year as the Internet quickly becomes the most important communication tool for our racers, member tracks, and fans. The network is currently averaging over 180,000 unique visitors and over 2 Million actual page views per month*.



These websites are an excellent place to showcase your product or services to the drag racing and youth automotive enthusiast markets. We offer standard banner advertising; feature or section sponsorship opportunities and custom internet based marketing solutions to fit your needs. Please call us to discuss the various unique options.



**Stats according to Google Analytics*

IHRA Motorsports Internet Banner Ad Flat Monthly Rates

Size (W x H)	IHRA.com/NitroJam.com	StreetWarriorz.com	ThunderJam.com
728 x 90 pixels	\$7.00 CPM* or \$400 mo.**	\$7.00 CPM* or \$150 mo. **	Currently Unavailable
160 x 600 pixels	\$7.00 CPM* or \$400 mo. **	\$7.00 CPM* or \$150 mo. **	Currently Unavailable
300 x 250 pixels	\$7.00 CPM* or \$400 mo.**	\$7.00 CPM* or \$150 mo. **	Currently Unavailable

*CPM is the price per 1000 impressions (ad views)

**Flat monthly rate for unlimited monthly ad views

Flat Rate Advertising Special Discounts*

- Order for 2 or more sites and receive 10% off
- Order 2 or more available ad sizes and receive 10% off
- Order a full year and receive 10% off

*Offer only applies to monthly flat rate banner ads

Flat Rate Restrictions & Information

- \$1000 minimum advertising buy.
- No guaranteed minimum or maximum ad views.
- Ads are to be supplied by advertiser and must meet IHRA's creative specs.
- Ads may only be changed or added once per month.
- Multiple ads may run in one campaign, but impressions will be split between the ads.

CPM Advertising Restrictions & Information

- \$1000 minimum advertising buy
- Ads run until the total number of paid impressions are delivered.
- Specified numbers of impressions can be set for any given month, depending on available inventory.
- You will be notified via e-mail when your campaign expires and all impressions have been delivered.
- Ads may only be changed or added once per month.
- Multiple ads may run in one campaign but impressions will be split between the ads.
- Ads are to be supplied by advertiser and must meet IHRA's creative specs.

To Order Contact:

Jeff Lee – jeffreylee@livenation.com

Director of Internet & New Media

Live Nation - Motor Sports - IHRA Motorsports Division

Direct Line: 419-660-4208

Cell: 419-699-4390

Fax: 775-402-5164

IHRA Advertising Creative Specs

Standard Ad Units			
Unit	Dimension	Max File Size	Format
Leaderboard	728x90 pixels	50K	GIF, JPEG, Animated GIF, HTML, Flash/.SWF (6.0)
Wide Skyscraper	160 x 600 pixels	50K	GIF, JPEG, Animated GIF, HTML, Flash/.SWF (6.0)
Medium Rectangle	300 x 250 pixels	50K	GIF, JPEG, Animated GIF, HTML, Flash/.SWF (6.0)

Advertising Content Standards and Guidelines

1. Style and Content

a. Advertiser's trademarks, logos, branding, content, URLs, and advertising materials:

- must identify the name of the advertiser's product or service that is being promoted
- shall not be misleading, deceptive, or fraudulent
- shall not trigger a download dialogue box without click
- shall not reset user's homepage, or adjust computer settings in any way
- shall not give the user a false perception that they have been specifically 'selected' as a contest winner or to win a prize
- shall not use misleading language (e.g. using the word "free" in the advertisement to describe a contest or sweepstakes prize)
- shall not mimic or resemble error messages or Windows/Mac/Unix dialogue boxes
- shall not contain graphics that simulate interactivity (i.e. drop down menus, search boxes, data entry) where no such interactivity exists
- shall not mislead users into downloading software
- shall not infringe, violate or otherwise conflict with the intellectual property right of any third party
- shall not invade any right of privacy, publicity or other right of any other party or entity or constitute defamation or contain or refer to censorable or unlawful material
- shall not promote discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age
- shall not promote violence or illegal activities
- shall not be obscene, sexually explicit or pornographic, intended to harass or annoy, or violate any civil or criminal laws
- shall not provide, promote, offer for sale or carry illegal gambling services, liquor, tobacco products, firearms, pornography, and non-FDA approved products.

b. Prior to delivery of its advertising content, Advertiser shall ensure its content does not contain any viruses or other programming code or instruction that is intentionally constructed to damage, interfere or otherwise adversely affect the operations of any network, computer or other hardware or software.

2. Right to Reject or Remove

IHRA L.L.C. reserves the right in its sole discretion to (a) reject any advertising and/or (b) immediately remove any non-compliant materials from the IHRA L.L.C. website(s).

IHRA L.L.C. Internet Advertising Contract

This agreement entered into this the **Date:**

by and between:

Company:

and **IHRA L.L.C.**

Whereas, **IHRA L.L.C.** is promoting and producing web sites containing informational content and news about and associated with **IHRA L.L.C.** produced events, series, members, sponsors, competitors, and sanctioned racetracks.

Whereas, **IHRA L.L.C.** and **Company:**

desire to enter into an advertising agreement with the IHRA Motorsports Internet advertising program.

Now therefore, and in consideration of the mutual promises and covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

IHRA L.L.C. agrees to provide **Company:**

with **banner sizes:**

advertising on **IHRA L.L.C.** Website(s)

from **Date:**

until **Date:**

The ad banner(s) will be positioned throughout the web site(s) in the size(s) stated. The ad banner(s) will link to the web site that IHRA L.L.C. and **Company:** agree upon.

IHRA L.L.C. agrees to give login access to **Company:**

for advertising activity reporting on the IHRA L.L.C. website(s).

Company:

agrees to the total payment of \$

to IHRA L.L.C. That is _____ months of advertising.

The payments will be made (circle one): **monthly** **quarterly** at \$_____.

In witness whereof, the parties have dully executed this agreement the day and year listed below.

IHRA L.L.C.

Authorized Representative

Jeffrey Lee

Date: _____

Date: _____

Fax Signed contract to: 775-402-5164

Please Provide Address & Contact Information For Billing Purposes

Or Mail To:

Jeff Lee

Internet & New Media Department

IHRA Motorsports

9 ½ E. Main St.

Norwalk, OH 44857

Please include contact and billing information.