

PITNOTE PRESS

UNIQUE ADVERTISING OPPORTUNITY

NASCAR NEXTEL CUP
Crown Royal Presents the
Jim Stewart 400
May 5 at Richmond International Raceway

We have a unique opportunity for you to reach over 100,000 race fans at the Nextel Cup Race this May at RIR. The publication is called Pitnote Press* and is circulated free to adult ticket holders.



Event DISTRIBUTION

DATE TRACK

Reach over 100,000 race fans

Publication: Pitnote Press: Official race program with pole positions, scanner frequencies, driver profiles, pit reports, commentary and local information.

Format: Four color, glossy. Maximum three advertisers.

Distribution: Circulated free to all ticket holders entering the track on race day. Over 200,000 readers.

Investment: Print ads are available from \$5,000-\$16,500.

Closing: April 27

Benefits: As an advertiser, you can become recognized as a NASCAR sponsor with the fan loyalty that attracts. NASCAR fans are 3x more likely to use NASCAR related brands. The average will family will spend over \$2,000 in the marketplace.** Id like to meet with you and show you how we can leverage this sponsorship.

Call today!

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*This is an International Speedway Corp. (ISC), Richmond International Raceway publication. Market This is contracted by Anthem Motorsports for publications prepared for ISC for NASCAR Nextel, Busch, Craftsman Series events at Richmond, Martinsville and other prestigious tracks around the country.
**Edgar Dunn & Associates.

Material Deadline
10 days prior to event date



AD SPECIFICATIONS

Full Page \$16,500

- Trim 11" x 17"
- Bleed: 11.25" x 17.25"
- Live Area: 3/8" all sides

Junior Full Page \$8,500

- Trim: 7.35" x 10.25"
- Bleed: No Bleed
- Live Area: No restrictions

1/2 Full Page \$8,500

- Trim: 11" x 8.5"
- Bleed: No Bleed
- Live Area: No restrictions

1/4 Page \$5,000

- Trim: 7.35" x 5.25"
- Bleed: No Bleed
- Live Area: No restrictions

