



2014 Media Kit

Michael J. Smith

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Introduction

Thank you for taking the time to consider supporting one of the best up-and-coming NASCAR websites on the Internet, Lead-Lap.com. We believe our professional style and commitment to journalist integrity set us apart from other NASCAR news websites and blogs, and keeps our visitors coming back for more.

Lead-lap.com was founded in January of 2008 by Michael J. Smith, a NASCAR fan and journalist with nearly a decade of experience creating media content for several reputable news organizations, including WashingtonPost.com and Kiplinger's.

The goal of Lead-Lap.com is to present NASCAR news accurately, and share our unique perspective with fans. We also promote discussions with our readers through the use of social media tools, driving more traffic to our site.

Since 2008, Lead-lap.com has grown from 100 visits per month to just more than 11,000 per month. In 2011, Lead-lap.com joined Twitter and has gained more than 800 followers. Lead-lap.com launched a Facebook page and already has more than 100 fans.

In addition to promoting the blog through Facebook and Twitter, we use popular social bookmarking sites to share our content with more NASCAR fans.

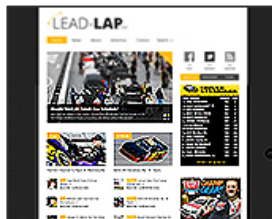
And, we are recognized and accredited by the NASCAR Media Group.

Site Overview

Focus: Lead-Lap.com covers NASCAR's top three series: Nationwide, Camping World Trucks, and the Sprint Cup Series. Lead-Lap.com also covers other forms of racing, as they pertain to NASCAR.

Content: Lead-Lap.com features race recaps, news and rumors, opinions, and enterprise news stories.

Exposure: Lead-Lap.com's founder Mike Smith was a recurring guest on the Carey and Coffey Radio Show on 940/1510 ESPN in Connecticut. Lead-Lap.com also has several stories featured on Jayski.com, a prime NASCAR website. Lead-Lap.com has also worked with AMP Energy and Gillette on promotional campaigns.



BENEFITS TO ADVERTISERS

▲ FOCUSED MARKETING

We help you reach a highly targeted audience of NASCAR fans. Because we only cover NASCAR racing, we attract a very specific set of brand-loyal consumers.

▲ KEYWORD-RICH CONTENT

Our articles are rich with motorsports and NASCAR keywords; similar to the word strings you use for your ads. Thus, we attract users with an interest in NASCAR and NASCAR-related products.

▲ FRESH CONTENT DAILY

Our content is updated daily, which keeps our readers coming back on a daily basis, meaning more impressions for your ad.

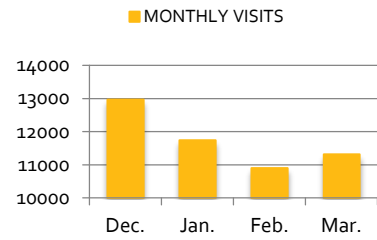
Site Audience

The table below shows current monthly audience metrics for Lead-Lap.com. The data is compiled by Webalizer and AW Stats, web analytic tools. Note: Webalizer does not compile data on session length.

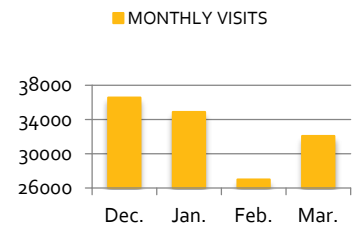
MONTHLY AUDIENCE

Metric	Webalizer	AwStats
UNIQUE VISITORS	10,271	3,388
VISITS	31,332	11,322
PAGEVIEWS	78,849	37,881
AVG TIME ON SITE (IN MINS)	N/A	4:45

AwStats

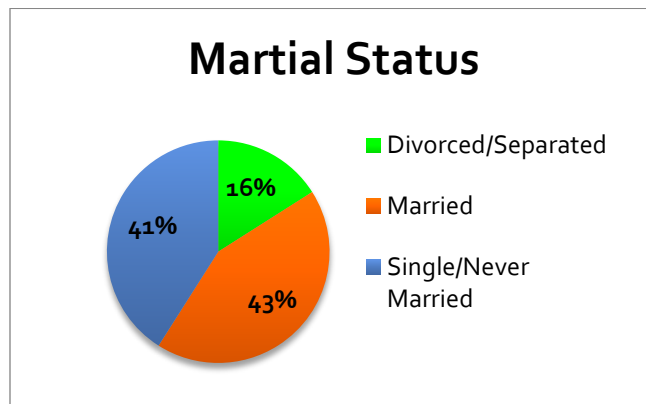
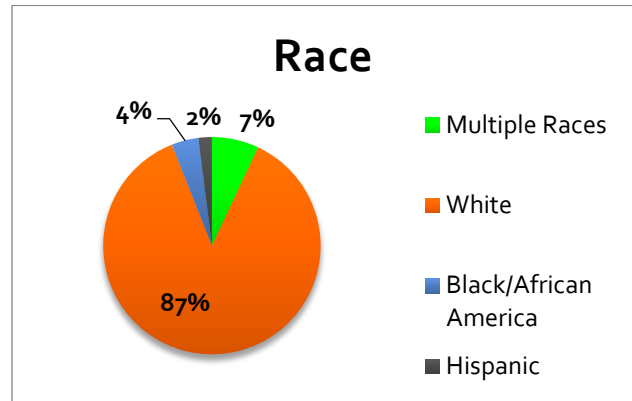
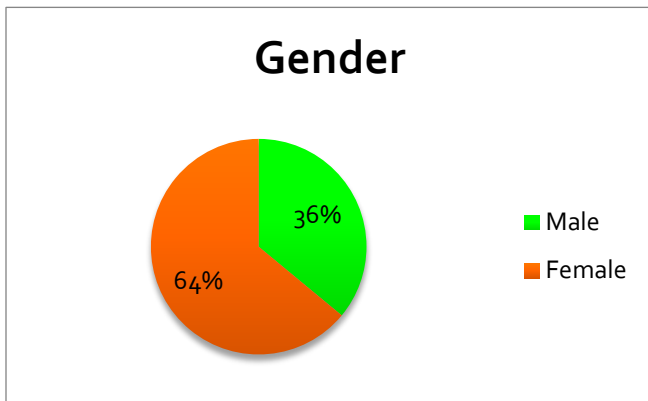


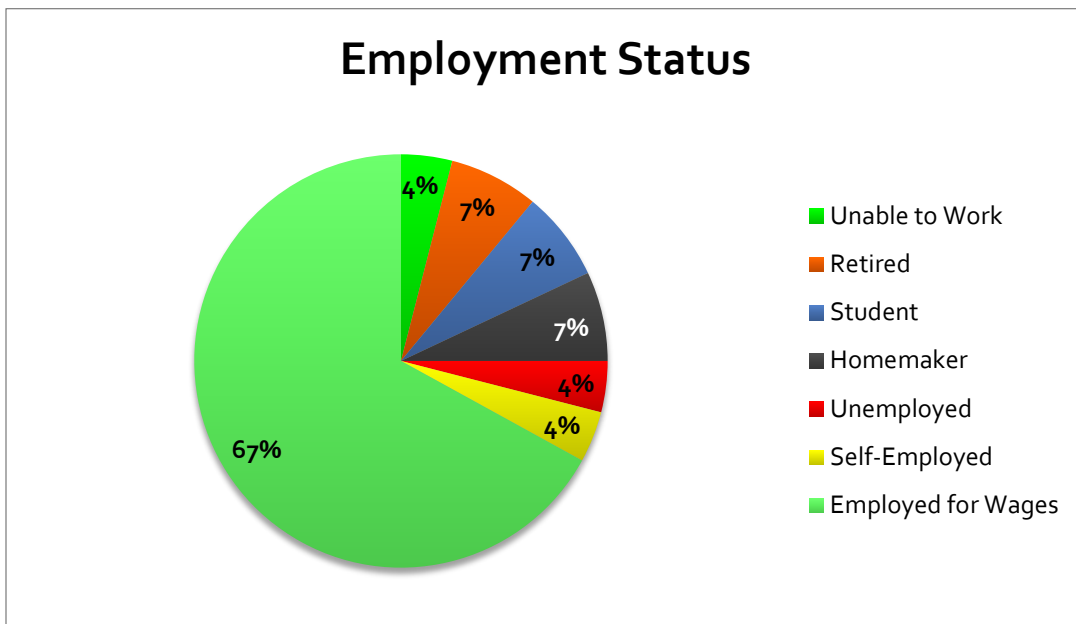
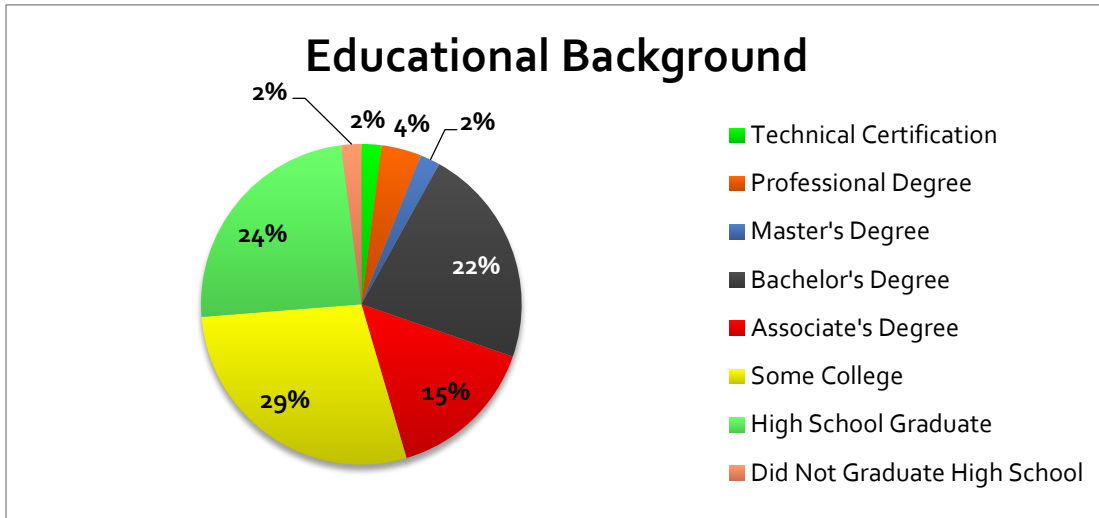
Webalizer



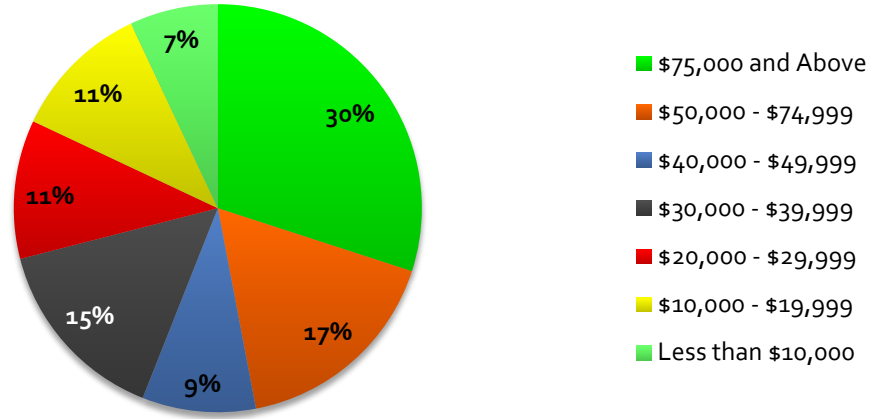
Audience Demographics

A survey was conducted of Lead-Lap.com visitors. The results are as follows:

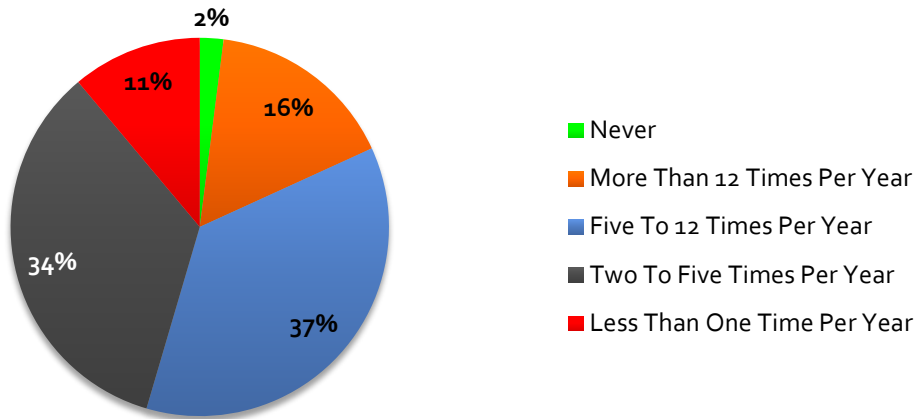


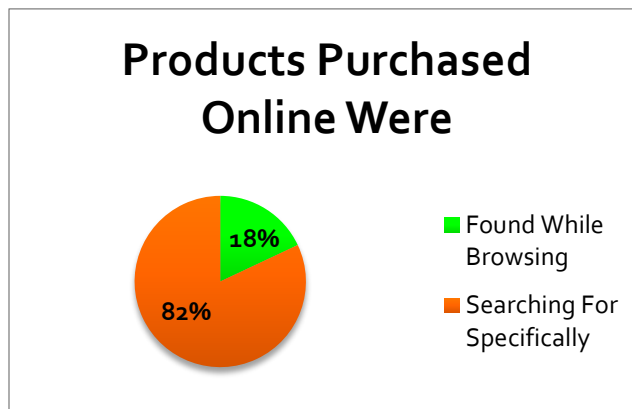
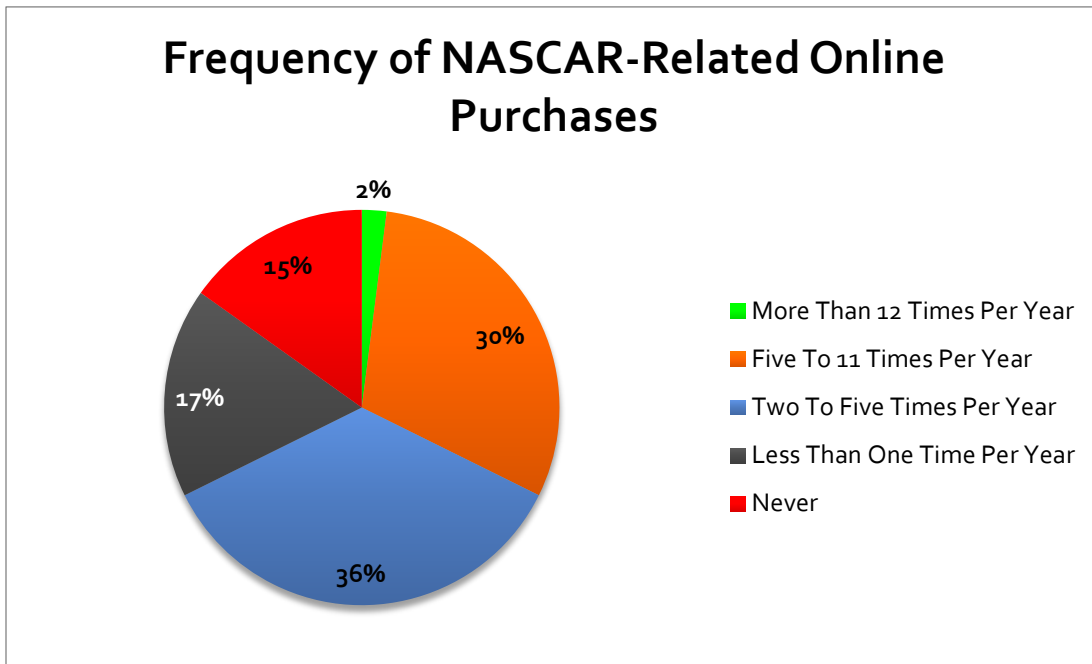


Household Income



Frequency of Online Purchases





Social Media Footprint

We use social media as a means to increase our reach, connect with our visitors, and share our content. Lead-Lap.com has a Twitter profile, a Facebook page, and shares its links on social bookmarking sites. Lead-Lap.com also appears in several sports directories and a social media community websites devoted to auto racing.

Twitter

[@theleadlap](#) has more than 800 Twitter followers. In addition to posting links to our content on a daily basis, we also use Twitter to communicate with our readers and generate story ideas. By monitoring what our followers are talking about on Twitter, we can deliver relevant, interesting content.

Facebook

Lead-Lap.com's [Facebook page](#) has more than 100 likes. Our stories are automatically posted on our wall through a posting tool. We also post updates from NASCAR drivers' press conferences and practices on our wall, and not on Twitter, to encourage fans to join us on both networks.

Social Bookmarking Sites

Our stories are also automatically posted on social bookmarking sites, Delicious and StumbleUpon, to share our stories with people outside of our Twitter and Facebook networks.

Advertising

Lead-Lap.com offers several different ad sizes and placement options. On our homepage, we can accommodate several different ad sizes: 468X60 (full banner), 250X250 (square), and 125X125 (square button).

Pricing

Lead-Lap.com's offers several pricing options. We currently offer discounts for entering into six-month and annual contracts. Our prices are outlined in the table below.

SIZE	468X60	250X250	125X125
MONTHLY RATE	Contact Us For Pricing		
SIX-MONTH RATE	Contact Us For Pricing		
ANNUAL RATE	Contact Us For Pricing		

Payments

Payments can be made via Paypal, check or money order. Ads will not be posted until payment is made unless other arrangements are made.

Discounts

In addition to the discounts we provide for long term ad campaigns, we also provide discounts for advertisers wishing to purchase multiple ad units. Contact advertising@lead-lap.com for more information.

Advertising Policy

All advertisers are expected to comply with our ad policies. Those that do not adhere to the policies listed below will not be considered.

- Lead-Lap.com reserves the right to reject advertisements that do not adhere to size constraints, or feature objectionable or indecent content as determined by Lead-Lap.com.

- Ad campaign agreements canceled more than five days before the scheduled start date of the campaign are subjected to a 10% cancellation fee. Agreements canceled five days or fewer before the scheduled start date are subject to a 25% cancellation fee. Fees cannot be refunded once an ad campaign begins.
- Ads must reflect the values of Lead-Lap.com.

Review/Giveaway Policy

Lead-Lap.com rarely features product reviews, but we will consider them if the following two conditions are met:

- When the product is relevant to our readers (NASCAR fans).
- When two samples are provided – one for us and one to give away to our readers. Samples will not be returned.

Negative reviews will be posted.

We do not guarantee that all products received will be reviewed.

Product samples not meant for review will be given away to readers.