

## 2014 Advertising Rate Card

### Site Profile

**Publisher:** Michael J. Smith

**Established:** 2008

**Reach:** 10,000 unique visitors per month.

**Audience:** NASCAR fans, auto racing, and motorsports fans.

**Lead-Lap.com** provides interesting NASCAR coverage, while maintaining the utmost professionalism and journalistic integrity.

**Content:** Lead-Lap.com features race recaps, news and rumors, opinions, and enterprise news stories that cannot be found on other sites.

### Benefits To Advertisers

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 customers.



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

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

### Pricing

468X60	250X250	125X125
Contact Us	Contact Us	Contact Us

### Ad Policy

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

Ad campaigns agreements canceled more than 5 days before the scheduled start date of the campaign are subjected to a 10% cancellation fee. Agreements canceled 5 days or fewer before the scheduled start date are subject to a 25% cancellation fee. Fees cannot be refunded once an ad campaign begins.