



theRACINGLINE.net was founded in 2017 to bring high quality and independent Sports Car and Endurance Racing news, features, and content to audiences around the world.

Specialising in introducing sports car racing to new fans, theRACINGLINE.net offers content and Beginners Guides that cannot be found anywhere else in the sports car world. We have growing Race Car Tech and tRL TV sections, bringing live races, a continuous stream of videos and race and technical race analysis to passionate fans.

The potential new audiences we are addressing make theRACINGLINE.net a perfect platform for advertising, and we provide numerous opportunities throughout the site for your product.

We operate a 'responsible advertising' policy, which means we do not host ads which are considered intrusive. This policy gives the reader an improved opinion of both theRACINGLINE.net, and the advertised product. In addition to this, we offer several advertising opportunities which offer increased protection from Ad Blocking software. Couple this with the responsible advertising, and everybody wins!

There are many available positions to choose from, giving you flexibility to place your content in the position you want. If you prefer the easy route, just set your budget and we'll choose the best position in your price range.

Contact: Dave Ellis

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ADVERTISING OPPORTUNITIES

Pos	Ad Description & Size	Position	Increased Ad Blocked Protection?	Price		
				\$	£	€
1	Sidebar Block – 300x369	Global	Yes!	\$50	£40	€40
2	Sidebar Block – 300x369	Home Page	Yes!	\$40	£30	€35
3	Sidebar Block – 300x369	All ACO Category & Posts	Yes!	\$20	£15	€15
4	Sidebar Block – 300x369	All SRO Category & Posts	Yes!	\$20	£15	€15
5	Sidebar Block – 300x369	All IMSA Category & Posts	Yes!	\$20	£15	€15
6	Sidebar Block – 300x369	All Other Series Cat & Posts	Yes!	\$20	£15	€15
7	Sidebar Block – 300x369	tRL TV Category ¹	Yes!	\$20	£15	€15
8	Sidebar Block – 300x369	All Race Car Tech Cat & Posts	Yes!	\$20	£15	€15
9	Top Banner – 1000x100 Max	Home Page	Yes!	\$30	£25	€25
10	Middle Banner – 1000x100 Max	Home Page	Yes!	\$20	£15	€15
11	Bottom Banner – 1000x100 Max	Home Page	Yes!	\$10	£5	€8
12	Top Banner – 1000x100 Max	tRL TV Page	Yes!	\$20	£15	€15
13	Middle Banner – 1000x100 Max	tRL TV Page	Yes!	\$15	£10	€10
14	Bottom Banner – 1000x100 Max	tRL TV Page	Yes!	\$10	£5	€8
15	Top Banner – 1000x100 Max	Race Car Tech Page	Yes!	\$20	£15	€15
16	Middle Banner – 1000x100 Max	Race Car Tech Page	Yes!	\$15	£10	€10
17	Bottom Banner – 1000x100 Max	Race Car Tech Page	Yes!	\$10	£5	€8
18	Background Image/Side Bars	Global	Yes!	\$100 ²	£75 ²	€85 ²
19	Featured Article	Home Page/Category – Pinned	Yes!	\$50	£40	€40
20	Featured Video	Home Page/tRL TV – Pinned	Yes!	\$50	£40	€40
21	Home Page Post (Full Block)	Home Page	Yes!	\$300 ²	£240 ²	€250 ²
22	Promote a Live Event Popup	Global Pop-Up	Yes!	\$100 ²	£75 ²	€85 ²
23	Top Banner – 1000x100 Max	Top of all posts	No	\$100	£75	€85
24	Middle Banner – 1000x100 Max	Middle of posts	No	\$75	£60	€65
25	Bottom Banner – 1000x100 Max	Bottom of all posts	No	\$50	£40	€40
26	Header Ad – 1000x100 Max	Global	No	\$100	£75	€85

Not all positions may be available. Contact for availability

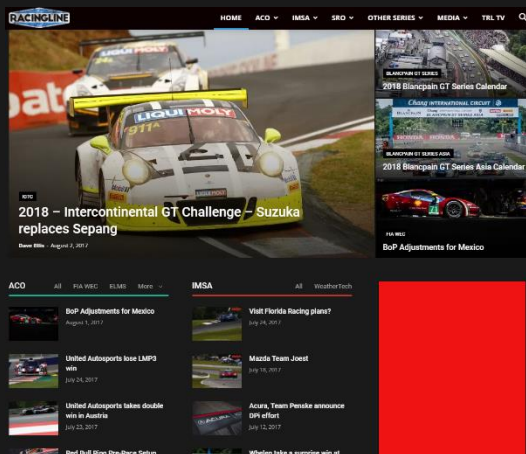
Prices per month, unless indicated otherwise

¹tRL TV category does not include posts due to YouTube T&Cs.

²Price per week

All prices are introductory and subject to change at any time.

Position 1-8 – Sidebar Ad – 300x369

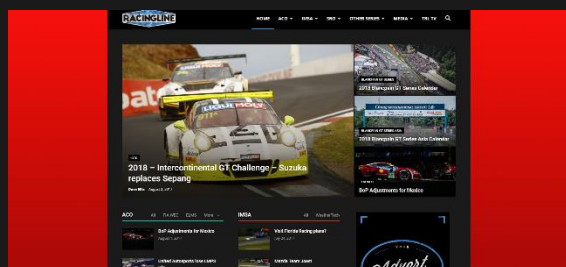
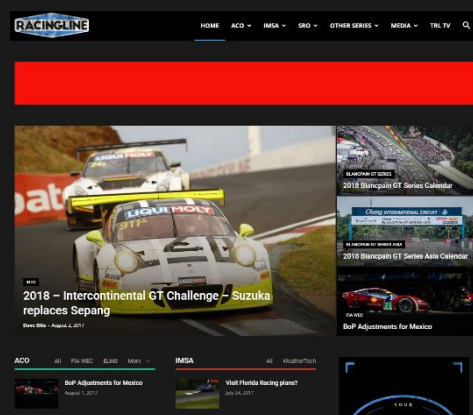


Sidebar appear on the right side, above the 'fold'. They are available for individual Series Categories (ACO, SRO, IMSA, Other Series), on the Home Page, tRL TV Page, Race Car Tech Page, or Global (entire site). This position has increased ad-block protection.

tRL TV posts (video pages) are excluded due to YouTube's Terms and Conditions. This is outside of our control.

Position 9-17 –Page Banner – 1000x100 Max

Page banners are available in 3 options. Top, Middle, and Bottom on 3 different pages – Home Page, tRL TV and Race Car Tech. This position has increased ad-block protection.



Position 18 – Background Image/Sidebars

Clickable background images appear site wide. Due to the nature of this advert, this position is **priced per week**. This position has increased ad-block protection.

Position 19, 20 – Featured Article or Video

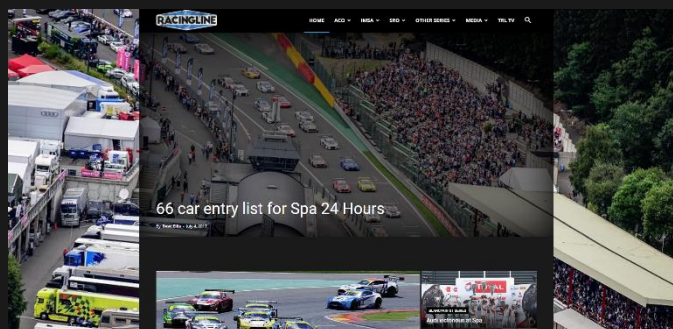
A featured article position will hold your article in the top 8 stories for one month (and therefore in the Top Stories block on the home page and category page for one month), keeping it visible at the top of the front page. The article would normally be provided by the advertiser, but can be written by the RACINGLINE.net staff at an additional cost. Article content must be motorsport or automotive based – which means road tests of vehicles can take advantage of this feature.

A featured video position will place your video in the tRL Featured Videos block on the home page, and on the top block on tRL TV. It will also get a position in a relative category on tRL TV. The video would be provided by the advertiser, preferably hosted on YouTube, but other hosting options may be available.

This position has increased ad-block protection.

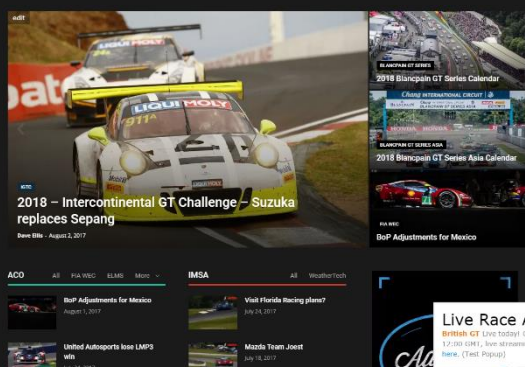
Position 21 – Home Page Block

The Home Page Block works similar to a featured article or video but also pins your story to the top of the home page, and with the use of a high res image, utilises the background image as well. The article would normally be provided by the advertiser, but can be written by theRACINGLINE.net staff at an additional cost. Article content must be motorsport or automotive based – which means road tests of vehicles can take advantage of this featured. This position is recommended for previews of up and coming motorsport events!



Due to the nature of this advert, this position is **priced per week**. This position requires a high-resolution photo, with the subject matter at the top of the photo for maximum effect.

This position has increased ad-block protection.



Position 22 – Promote a Live Event Popup

The Live Event pop-up appears on the home page and alerts users to a live event. This could be a racing event, an announcement, press conference stream, etc. It is designed to work in conjunction with a post or tRL TV Video (included in the cost). Due to our ethical advertising policy, this position is for live events (or similar) only and not for product or website advertisements. Due to the nature of this advert, this

position is **priced per week**. This position has increased ad-block protection.

Position 23-25 – Post Banner – 1000x100 Max

Post banners are available in 3 options. Top, Middle, and Bottom and appear on all article posts. Top banner is above the main story. Middle banner is midway down the page. Bottom banner is below the article. This position is global, site wide.

This position does not include ad-block protection due to technical limitations.



Position 26 – Header Ad Banner – 1000x100 Max

The header ad appears at the top of the site, similar to the Home Page Banner. However, the Header Ad Banner appears site wide, not just at the top of the home page.

This position does not include ad-block protection due to technical limitations.

Additional Notes

Due to our ethical advertising policy, we reserve the right to refuse an advert which we feel has a significant negative impact on our readers. Our readers are our priority, and happy readers will make return visits and see your advertisement more.

Increased Ad-Block Protection is not a guarantee. As technology progresses there may be situations where a protected ad is still blocked. We cannot take responsibility for this. The ad-block protection is our best attempt to circumnavigate this software and we will continue to make such efforts. theRACINGLINE.net is not responsible if an advert is blocked by users utilising third party software.

Some ads may not be available for use even if the position is blank. Ethical advertising means we will not overload the site with ads, so may make some positions unavailable depending on current used positions. By restricting the number of ads, it means your ad becomes more visible, and does not blend into the background. We reserve the right to remove positions based on user feedback.

We believe that using advertising ethically will improve user experience and increase viewership. This increases the potential number of consumers your adverts can reach. Help us advertise responsibly!

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