



*The premier destination
for oval-track racing*

Outside Groove works with your company to create an advertising campaign that maximizes your marketing efforts while reaching those who purchase your products and services.



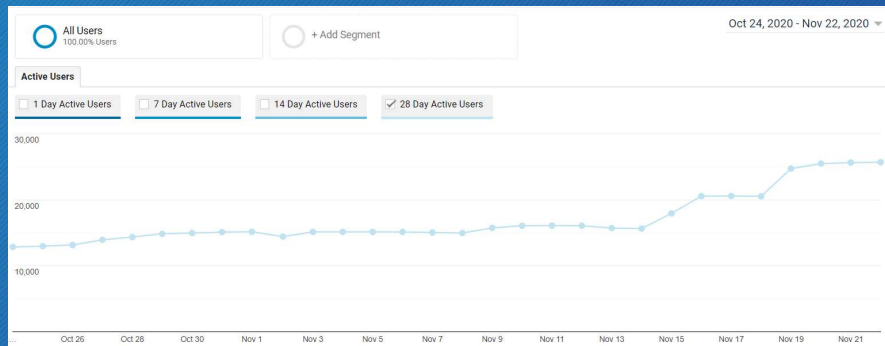
Advertising Information - 2021

Contact Us at the Outside Groove
516.330.9737 - advertising@outsidegroove.com

About Outside Groove

Reach Oval-Track Racing Enthusiasts Directly Through Outside Groove

Award-winning motorsports journalist J.A. Ackley relaunched the Outside Groove on April 28, 2020. Ackley tapped renowned journalist Mike Adaskaveg to lead day-to-day editorial operations and together, with 70 years of combined experience, they created a super team that produces content that oval-track racing enthusiasts - both on dirt and pavement - fervently enjoy. Outside Groove provides the conduit for its advertisers to directly connect with this hard-to-reach segment of the industry.



In less than 7 months, Outside Groove grew its audience from 0 to more than 25,000 active users. It projects to continue this trajectory for 2021.

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J.A. Ackley



Mike Adaskaveg

Advertising Rates



- **Leaderboard: 728 x 90**
(1 per page - located at the top - rotates with other ads)
\$899 - 3 mo. | \$1,699 - 6 mo. | \$3,299 - 1 yr.
\$299/month extra for targeted placement
- **Medium Rectangle: 300 x 250**
(multiple per page - located within content and right side - rotates with other ads)
\$699 - 3 mo. | \$1,299 - 6 mo. | \$2,499 - 1 yr.
\$199/month extra for targeted placement
- **Billboard: 970 x 250**
(multiple per page - located within content only - rotates with other ads)
\$499 - 3 mo. | \$899 - 6 mo. | \$1,699 for 1 yr.

- * 10% discount if the entire amount is paid in full at time of completed advertising agreement
- * Pricing is based on your company providing Outside Groove with ready-to-use artwork

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The screenshot displays the Outside Groove website with several ad placements highlighted by blue boxes with white text indicating their dimensions:

- 728 x 90**: Located at the top right of the page, above the navigation bar.
- 300 x 250**: Two placements on the right sidebar, one above the social media links and one below.
- 970 x 250**: A large placement in the main content area, below the article titled "Rock On: \$15,000 to win ... for Front-Wheel-Drive Cars".
- 300 x 250**: Two placements at the bottom of the page, side-by-side.

The website content includes the "OUTSIDE GROOVE" logo, navigation links (Home, About Us, Contact Us, Come Work With Us), social media icons, a search bar, and an article about front-wheel-drive cars.

Advertising Upgrades



Page Wrap

An entire page wrapped and dedicated to your company advertising. \$299 per month
(Requires purchase of leaderboard advertising, with targeted placement, and 1-month commitment for the wrap)

Sponsored Article

Use this opportunity to dive deeper than a banner ad, telling a story about a product, service, or topic of your choice. You can either provide your own materials or take advantage of the award-winning writers and photographers of Outside Groove. Either way, the story runs among regular articles, but gets labeled as “Sponsored.”

(Requires purchase of advertising) | (Submitted materials subject to the approval of editorial)

Outside Groove Produced

\$199 - 300 to 499 words - 1 photo included
\$299 - 500 to 749 words - 2 photos included
\$399 - 750 to 1,000 words - 3 photos included

Client Produced

\$99 - 300 to 499 words - 1 photo included
\$199 - 500 to 749 words - 2 photos included
\$299 - 750 to 1,000 words - 3 photos included

Weekly Newsletter Advertising

Reach more potential customers through our weekly newsletter reaching 2,000 active readers. \$99 per month
(Requires purchase of advertising)

- * 10% discount if the entire amount is paid in full at time of completed advertising agreement
- * Pricing is based on your company providing Outside Groove with ready-to-use artwork
- * All advertising is optimized for desktop, mobile, and tablet viewers

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