

## Advertise with DrivingNews USA

<http://drivingnews.us>

DrivingNews USA had become increasingly popular over the its 3 year existence. Started in 2009 with the intent of publishing complete results for all the driving events in the US and Canada and those events in Europe when Americans are competing, Driving News is quickly becoming an important web-destination for drivers in the US & Canada.

From December 2010 through November 2011, DrivingNews averaged 690 unique-visitors per day, with over 20,000 daily-unique visitors per month and averaged over 68,000 pages per month. This adds up to over 816,000 pages viewed per year. The visit-count has been on a continual rise. June-November of 2011 averaged 800 daily unique visitors per day, and averaged 2500 pages per day. That means there are 2500 opportunities per day to show advertisements. From the data gathered, there are at least an average of 6300 different visitors to DrivingNews each month. If the number of visits continues to rise at the current rate, DrivingNews will approach 1000 unique visitors per day by the end of 2012. There are few advertising opportunities that can reach such a large percentage of the driving community.

Of course, the visitors to DrivingNews are, for the most part, not random visitors, but are pre-qualified as interested in products related to carriage driving by virtue of visiting the site. As a part of the normal processing of results there are 5 alerts sent through various communication channels, including a post to CD-L (the carriage driving discussion list), a post to Facebook, a post to a results-blog, a tweet, and a SnapSnap Message. This push-notification approach brings many visitors to and back to DrivingNews looking for the results of a particular event.

As DrivingNews begins its initial effort into supporting advertising, there may be some evolution, but at first there will be two classes of advertisements. There will be two large banner advertisements at the top of the main page and each results page and a series of advertisements on the right-hand side of each page and possibly along the bottom. To accommodate the advertisements, DrivingNews will require a long-needed redesign of its visual layout. This redesign will stay in the spirit of the current design, but spreads the information out among 5 different pages.

The banner ads will be displayed as 50% of width of the browser window (please supply graphics at least 500x100 pixels) and the side ads will be display at a maximum of 200 by 200 pixels. Only 2 banner ads will be sold and up to 10 'side/bottom' ads. These ads will be displayed on each of the 5 primary and all results pages for results during the 2012 year.

There will be an introductory charge of \$150/month for the banner ads and \$50/month for the side ads.

Please contact Mike Arnold (336)380-0020 or at [ma@snowcamp.org](mailto:ma@snowcamp.org) if you are interested.