



2011 Rate Card

Advertising and Sponsorship Programs

This Rate Card presents details and pricing for Corporate and Division Specific Programs available through CASC-OR. Each package provides targeted, value-added promotional opportunities for companies to generate sales and influence purchases by Ontario's core motorsport consumer community.

CASC-OR programs and packages Include:

- Event, Series Title & Supporting sponsorships
- Product contingency and sampling programs
- Corporate discount and Group Buy programs
- On-site interactive sampling & display programs
- Series car decal placements
- Un-bundled print and digital advertising programs.

All advertising and sponsorship programs ordinarily begin in January and run with the calendar. Program costs cannot be pro-rated. Ice Racing Programs run from July to June.

To discuss any of the programs you see in this brochure or if you would like to create a customized package for your company, please call the CASC-OR office at 416 667-9500.



Corporate Sponsorship Opportunities

CASC-OR "Corporate" Sponsor Package

This is a blanket program that provides a full complement of advertising and promotional elements across all CASC-OR competition Divisions.

- A full page ad in each of the 8 - 16 page Race programs for each regional race weekend
- CASC-OR web-site home-page banner ad, Banner ad on all Series home pages, dedicated sponsor forum space.
- Logo Included In all CASC-OR promotional material
- Series car decal placement.

Cost: Minimum \$10,000.00 cash + min. \$5000.00 In product contribution per year.

Digital & Social Media advertising opportunities*

Rates are per month. Minimum 8 month ad programs.

CASC-OR Web-Site Advertising

CASC-OR **web-site** home-page Banner and Column ad programs:

- \$100.00 - Banner; \$85.00 - Column
- Per calendar year: \$1000.00 - Banner; \$850.00 - Column.

CASC-OR Forum advertising

Provides for the opportunity to advertise to forum visitors with your own Forum Section within the CASC-OR Marketplace:

- \$50.00 per month.
- \$600.00 per calendar year.

Division-specific Home Page Rotating Banner Ads

- GT Sprint/Challenge Home Page: \$80.00/month, \$800.00/year
- AutoSlalom Home Page: \$80.00/month, \$800.00/year
- Time Attack Home Page: \$80.00/month, \$800.00/year
- Ice Race Home Page: \$50.00/month, \$500.00/year

Social Media Advertising

- CASC-OR **Facebook** page Shout-Out Program: \$500.00 per year for up to 12 shout-outs.

Rate Base

CASC-OR Web-site Traffic Stats and Rate Base

Rates are based on a total of more than 1 million visits, 10 million page views in 2010. The Forum experiences an average of 350+ unique visitors per day.



CASC-OR Division Specific Programs

GT Sprints and Challenge:



Each package is per Series

CASC-OR "Series Title" Sponsorship Package

- Branding Incorporated Into Division Championship title logo
- A 1/2 page ad in each of the 8 Souvenir Programs for each GT race weekend.
- CASC-OR web-site home-page banner ads, Series Home Page banner ad, dedicated sponsor forum space.
- Series car decal placements.

Cost: \$5,000.00 plus \$2500.00 in product or services per year.

"Presented by" Sponsorship Package

- Branding Incorporated Into Division Championship title logo
- Series home-page banner ads, dedicated sponsor forum space.
- Series car decal placements.

Cost: \$3,500 cash and \$2000.00 In product or services per year.

"Series" Sponsorship/Advertiser Package

- Logo Included In all promotional material of the Series
- Logo placement in each of the 8 Souvenir Programs for each GT race weekend.
- Series home-page banner ad, dedicated sponsor forum space.
- Series car decal placements.

Cost: \$2,500 cash and \$2500.00 In product or services per year.

"Contingency A" Program (Tire) Sponsorship Package

- CASC-OR web-site Contingency Program page
- Logo placement in each of the 8 Souvenir Programs for each GT race weekend.
- Series home-page banner ad, dedicated sponsor forum.
- Car decal placements on all cars.

Cost: \$5000.00 cash and \$5000.00 In product or services per year.

"Contingency B" Program Sponsorship Package

- CASC-OR web-site Contingency Program page
- Decal placement on participating competitor cars In Series

Cost: \$1,000 cash and \$1,500 In product or services per year.

Decal Program Sponsorship Package

- Series car decal placements.

Cost: From \$2500.00



AutoSlalom and Time Attack:



Each package is per Series

“Series Title” Sponsorship Package

- Branding Incorporated Into Division Championship title logo
- CASC-OR web-site home-page banner ads, dedicated sponsor forum.
- Booth space at the Spring Open House
- Series car decal placements.

Cost: \$5,000 cash plus \$2500.00 in product or services per year.

“Presented by” Sponsorship Package

- Branding Incorporated Into Division Championship title logo
- Series home-page banner ad, dedicated sponsor forum space.
- Booth space at the Spring Open House
- Series car decal placements.

Cost: \$3,500 in cash plus \$1500 in product or services per year.

“Series” Sponsorship/Advertiser Package

- Logo Included In all promotional material of the Series
- Year-Long Series home-page banner ads, dedicated sponsor forum space.
- Booth space at the Spring Open House
- Series car decal placements.

Cost: \$2,500 plus \$2500.00 In product or services per year.

Product “Contingency A” (Tire) Program Sponsorship Package

- CASC-OR web-site Contingency Program page
- Year-long Series home-page banner ad, dedicated sponsor forum space.
- Booth space at the Spring Open House
- Series car decal placements.

Cost: \$1,500 cash and \$2,500 In product or services per year.

Product “Contingency B” Program Sponsorship Package

- CASC-OR web-site Contingency Program page
- Booth space at the Spring Open House
- Series car decal placements.

Cost: \$1,000 cash and \$1,000 In product or services per year.

Weekend Title Sponsor

- Recognition at drivers meetings
- Weekend Trophy and prizes presentation opportunity
- Podium Banners (Banner supplied by sponsor)

Cost: \$250.00 plus \$250.00 In product or services per year.

Series Decal Program Sponsorship Package

- Series car decal placements.

Cost: \$500 In cash plus \$500 In product or services per year.



Ice Race:



"Series Title" Sponsorship Package

- Branding Incorporated Into Division Championship title logo
- Series home page banner ad, dedicated sponsor forum space.
- Series car decal placements.

Cost: \$2,500.00 per year.

"Presented by" Sponsorship Package

- Branding Incorporated Into Division Championship title logo
- Series home-page banner ads, dedicated sponsor forum.
- Series car decal placements.

Cost: \$1,500 per year.

"Series" Sponsorship/Advertiser Package

- Logo Included In all promotional material of the Series
- Series home-page banner ads, dedicated sponsor forum space.
- Series car decal placements.

Cost: \$2,500 per year

Product "Contingency A" Program Sponsorship Package

- CASC-OR web-site Contingency Program page
- Series home-page banner ad, dedicated sponsor forum space.
- Series car decal placements.

Cost: \$1,500 In cash and \$1,500 In services or product per year.

Product "Contingency B" Program Sponsorship Package

- CASC-OR web-site Contingency Program page
- Series home page banner ad.
- Series car decal placements.

Cost: \$500 cash and \$1,500 In services or product per year.

Series Decal Program Sponsorship Package

- Series car decal placements.

Cost: \$500 per year plus \$500 In services or product per year.





Other CASC-OR advertising program opportunities for “Contingency B” Program Sponsorship Packages and higher.

Mainstream Consumer Media

- Advertising space in each issue of Performance Racing News (PRN), 6 issues
- Advertorial & editorial in each issue of PRN through CASC-OR marketing partnership. Content to be supplied by client.
- Feature article Inclusions in PRN and Performance Auto Sound Magazine through CASC-OR marketing partnership.
- Exposure opportunities In the CASC-OR 32 page “**On The Grid**” publication Included In PRN.
- Exposure In the 16 page CASC-OR feature section in an In-season issue of PRN Magazine.

CASC-OR Regional Race Event Media

- Eight (8) - Race Weekend Programs published for each respective GT Race weekend.
- Advertorial & editorial opportunities in each issue.

Event Exposure

- CASC-OR trade show booth space/representation at PRN produced events
- CASC-OR booth space/representation at Canadian Motorsports Expo (January)
- CASC-OR booth space/representation at other events in 2011 such as Race Schools (2 Road Race, 1 Time Attack, 1 AutoSlalom). Other Events TBD.

CASC-OR Web banner ad specs:

Web Banner Ad #1

940 pixels wide x 120 pixels tall.
72 dpi, jpeg file preferred.

Web Column Ad #2

200 pixels wide x 225 pixels tall.
72 dpi, jpeg file preferred

Also, provide any hyperlink information as to where each ad is to point.

