



## Sponsorship and Advertising Rate Sheet. 7/2021

CarShowSafari.com offers innovative sponsorships on select pages of the website giving you maximum exposure to your consumers and put your message front and center. Pricing of our promotional programs is listed below. *(Please see the CarShowSafari.com media kit for full descriptions of each program)*

### **Featured Events Slideshow**

Designated as “**Featured Events**”, your slide appears in a prominent location on top left of homepage in an “events-only” slideshow displaying only a limited amount of slides. It is available for placement by the month. For a limited time, includes 1 email blast. Three levels of features available:

**Silver:** Your slide appears in rotation on homepage promoting your event. Links to your event’s listing in the Safari listings section..... **\$ 39 / up to 1 month**

**Gold:** Your slide appears in rotation on homepage promoting your event. Links to your very own **Full-Size Event Page** dedicated solely to your event including information, flyers, maps, registration forms, photos, etc., with no other advertising competing for attention..... **\$ 69 / up to 1 month**

### **Email Blasts**

Your event will be the main, singular focus of an email blast reaching nearly 5000 inboxes of car show enthusiasts, including a second mailing to any inboxes that did not open the first mailing. And we can create the email graphics for you!..... **\$ 39 / ea**

## **Sponsored Advertorial “How-To” Pages**

Positioned in a prominent location on the homepage, under the headline “**Info-Rama: Tips, Tricks and How-Tos**”, your logo and advertorial title will link to your own **Dedicated Sponsor Advertorial Page** (1 full page or more). Advertorial should contain informational content (instructional, historical, informative), and can be print, video, or both, including your company logo and information, and a link to your website prominently displayed. The **Dedicated Sponsor Advertorial Page** is a stand-alone page placed below the CarShowSafari masthead, with *no other advertising or branding competing for attention*. Update your content as frequently as weekly .....\$ **150. / month (3 month min)**

## **Banner Advertising**

**Website Ad Sizes include:**   • **Medium Rectangle: 300 x 250**

                                          • **Leaderboard: 728 x 90**

Monthly rate for an array of ad sizes on the homepage..... \$ **145 / month**

**Email Ad Size:**                     • **Leaderboard: 750 x 211**

Monthly rate for Leaderboard ad in ..... \$ **45 / month**

## **Vendor Listings**

Vendors who want to reach out to car enthusiasts as well as event organizers to offer their products and services can list their information on the CarShowSafari.com **Vendors Listings** in the Resources section. Vendors such as DJs, food vendors, specialty cars (movie cars, race cars), music groups, entertainers, performers, celebrities, performance equipment, as well as T-shirt & clothing, tool vendors, auto services shops (upholsterers, performance, other specialists), auto parts dealers, auto insurance, banks and financing, auto dealers (classic and new) can list their products and services:

• By Specialty (ie: DJs, food, entertainment, etc) • By state • By region

• **LISTING** of vendor services, logo, description, contact information and link.....\$ **19.95 / permanent**

## **Sitewide Sponsorship**

**Sitewide Sponsorship** puts your company out front and center on our homepage and your logo on nearly every page of the CarShowSafari website. Your image and headline will appear as one of a limited number of slides in our huge, prominently displayed 1080 x 304 pixel *Mainscreen Slideshow*. Your slide is linked to your own **Dedicated Sponsor Advertorial Page**, a full page of your advertorial content that can be print, video, or both, including your company logo and information, and a link to your website prominently displayed. The *Dedicated Sponsor Advertorial Page* is a stand-alone page placed below the CarShowSafari masthead, with *no other advertising or branding competing for attention*. In addition, your logo (with a link back to your own *Dedicated Sponsor Advertorial Page*) will be prominently placed at the bottom of every non-dedicated page throughout the entire site. And as an added bonus, your logo will also appear on our all email correspondence to our members with a link back to your own *Dedicated Sponsor Advertorial Page*. Update your content as frequently as weekly.

.....\$ 325. / month (3 month min)

## **Cars4Sale Listings**

Want to post your car for sale in front of thousands of classic car enthusiasts nationwide? List it on the Cars4Sale page of CarShowSafari.com!

- You get a full page listing with a slideshow and text for 3 full months!
- You get a dedicated email blast showing off your car with a link to your listing!
- You get the option of social media exposure on Twitter!

All for a flat fee of just.....\$39 / 3 months

(Twitter: Additional \$5 per tweet)

## **Concierge Creative Services**

Our seasoned award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.

Get creative!.....**Call to discuss**

## **Car Show Safari Consulting**

Host a Car Show and Boost your Business! Car Show Safari Consulting can help you turn your parking lot into a revenue generator. Car shows and cruise-ins are a powerful way to attract more customers, increase revenue, promote your business, strengthen your existing customer relationships and build community spirit. Car Show Safari Consulting can help you achieve your goals.....**Call to discuss**



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