



ADVERTISING/SPONSORSHIP OPPORTUNITIES

FOR PORTLAND INTL. RACEWAY

2015

**PORTLAND
INTERNATIONAL
RACEWAY**



RATES & PACKAGES

With over 600 events held each year, Portlandraceway.com is a popular destination for all kinds of fans and track enthusiasts.

Portland International Raceway is a unique venue catering to a wide variety of activities including: drag and motocross racing events, bicycle racing, swap meets, the Beaches Cruise-In, corporate picnics, foot races and racing schools. With so many activities regularly taking place at the track, people frequently view the PIR website and online calendar to get the details about upcoming events. With a varied audience ranging from car enthusiasts and race fanatics to avid runners and cyclists, banner ads featuring your products and services are sure to get the attention of a wide variety of passionate viewers.

Affordable advertising packages now available

We are offering an exceptional opportunity for advertisers to reach this active and diverse audience. Choose from three-month, six-month or 12-month packages. Each package includes randomly rotated ads in our two banner locations: the top of page [horizontal] leaderboard position and the right side [vertical] skyscraper position. Specifications for both are included later in this document. Your ads will randomly rotate with a limit of no more than 10 ads per position.



RATES & PACKAGES

PACKAGE	TOTAL COST	COST/MONTH	CPM*	CPM PER AD
3-month package	\$1,050	\$350	\$20.59	\$10.29
6-month package	\$1,950	\$325	\$19.12	\$9.56
12-month package	\$3,600	\$300	\$17.65	\$8.82

*CPM = Cost per 1,000 views. All rates are based on an estimated annual average 17,000 web visits per month.

All packages include both the leaderboard and skyscraper ads. Acceptable file types: JPEG, PNG

Banner ad design services available

We can help you to create a well-designed, impactful banner ad in both sizes for use on the PIR website. Both banners will include hyperlinks to your company website. Services include design of both top banner and side skyscraper ad size formats. The cost is only \$250 when purchased with any ad package on the PIR website.

To place a schedule contact: pirads@magnetoworks.com

BANNER AD POSITIONS & SPECIFICATIONS

LEADERBOARD 728 X 90

PORTLAND INTERNATIONAL RACEWAY  **EVENTS FAN GUIDE CORPORATE MULTIMEDIA ABOUT CONTACT**

ANNOUNCEMENTS >> SWAP MEET INFO >> PIR 2013 SCHEDULE AVAILABLE NOW! >> LATEST RACING NEWS FROM SPEED >>

   

PIR NEWSLETTER

PIR AUTO SWAP
Find the parts you need at PIR.
APRIL 4-6, 2013

SKYSCRAPER 120 X 420

The banner features a central image of two large engines, one black and one red, displayed in a workshop. The background shows a race track and a building. Navigation arrows are on the left and right sides of the main image area.



PORTLAND INTERNATIONAL RACEWAY WEBSITE

INSERTION ORDER- WEBSITE BANNER ADS

Contact Name Title/ Position
 Organization/Institution
 Address
 City State/Prov
 Country Zip/Postal Code
 Email Phone Fax
 Target URL: www.portlandraceway.com Ad Start Date [MM/YYYY]

New Ad Attached Ad Not Changing

SELECTION	PACKAGE	SPECS.	PACKAGE COST
<input type="checkbox"/>	3 month Package	JPG/PNG, Static, Full color	\$ 1,050
<input type="checkbox"/>	6 month Package	JPG/PNG, Static, Full color	\$ 1,950
<input type="checkbox"/>	12 month Package	JPG/PNG, Static, Full color	\$ 3,600
<input type="checkbox"/>	Banner Ad Design		\$ 250

Package costs valid through 12/31/2015

Rates based on consecutive months ad placement. Ad space is limited and available on a first-come, first-served basis. Ad is due 15 days prior to start date. Send ad to Justina at pirads@magnetoworks.com

Send invoice to: Contact Above Contact Below

Contact Name Title/ Position
 Organization/Institution
 Address
 City State/Prov
 Country Zip/Postal Code
 Email Phone Fax
 Authorized Signature Date

Banner Ad sales for the Portland International Raceway website are being coordinated through Magneto Brand Advertising.

Please make checks payable to **Magneto Brand Advertising**

71 SW Oak Street, Suite 3N, Portland, Oregon 97204 | 503.222.7477

Return form via email attachment to Justina at pirads@magnetoworks.com.