

# CompetitionPlus 25 YEARS

WE'VE CUSTOM CREATED SPECIAL PACKAGES THAT WILL BEST SERVE YOUR NEEDS.



2025 MEDIA KIT

# CompetitionPlus 25 YEARS

## ABOUT US

**LAUNCHED IN SEPTEMBER 1999**, AS ONE OF DRAG RACING'S PIONEERING ELECTRONIC MAGAZINES, WE GENERATE 12–15 K UNIQUE VISITORS DAILY.

- \* FIRST INTRODUCED VIDEO TO THE PLATFORM, AS EARLY AS 1999.
- \* CREATED A DEDICATED VIDEO SITE IN 2012.
- \* CREATED ONLINE DOCUMENTARY SERIES IN 2015, RECENTLY EXCEEDED 12 MILLION VIDEO VIEWS.
- \* LAUNCHED SPORTSMAN MAGAZINE IN 2016.
- \* FIRST OF THE ELECTRONIC MAGAZINES TO LAUNCH A MOBILE APP
- \* FACEBOOK FOLLOWING AN EXCESS OF 280,000, TWITTER IN EXCESS OF 15,000, INSTAGRAM IN EXCESS OF 10,000, YOUTUBE CHANNEL IN EXCESS OF 55,000 SUBSCRIBERS.
- \* MOBILE APP IN EXCESS OF 15,000 DOWNLOADS.
- \* EMAIL NEWSLETTER WHICH EXCEEDS 35,000 ORGANIC SUBSCRIBERS. THESE MAILINGS HAVE AN AVERAGE OF 35 TO 40% OPEN RATE.
- \* EACH COMPETITIONPLUS.COM SESSION AVERAGE IS 5 TO 7 MINUTES PER VISIT.
- \* MOBILE APP — 192,000 AVERAGE PAGE VIEWS MONTHLY 3–5 MINUTES AVERAGE SESSION TIME.



**TWITTER: 15,000**



**YOUTUBE: 50,000**



**INSTAGRAM: 10,000**



**FACEBOOK: 280,000**



# CompetitionPlus 25 YEARS

MULTIPLE ADVERTISING OPPORTUNITIES

**CompetitionPlus**  
Drag Racing's Internet Magazine

DRAG RACING'S ORIGINAL ONLINE MAGAZINE

**CompetitionPlus.TV**  
Drag Racing's VIDEO Magazine

INTERVIEWS, STORIES, RACE COVERAGE, & MORE

**CompetitionPlus**  
**SPORTSMAN**

EVERYTHING SPORTSMAN DRAG RACING



DRAG RACING'S WEEKLY POWER HOUR SHOW



OVER 300,000 FOLLOWERS

competitionplus.com >   

 864.266.0937

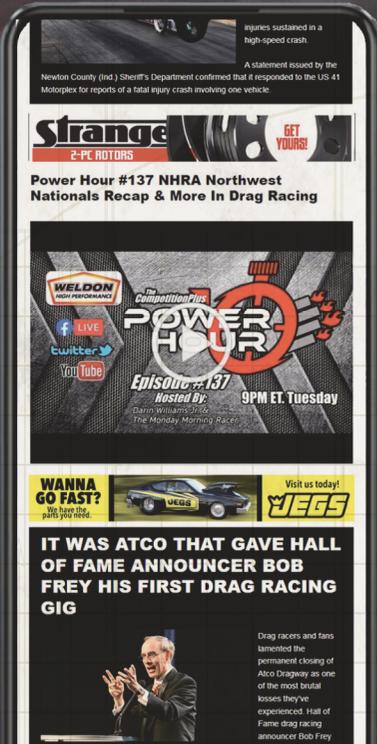
 harleynsc@aol.com

# CompetitionPlus 25 YEARS

EMAIL NEWSLETTER

JAM PACKED WITH CONTENT  
& ADVERTISING REAL ESTATE

STATS >>>  
SUBSCRIBERS: OVER 35,000  
AND GROWING



**BIG, BADASS CARB** Weldon's 16000 Carb Series Pumps **POWER** WELDON HIGH PERFORMANCE

**Strange 2PC BRAKES** SHOP NOW >

**Competition Products** **This Weeks HOT BUYS!** FREE SHIPPING NATIONWIDE! 800.233.0199

**QUARTER MILE CLASSIFIED** VIEW LISTINGS No junk, JUST THE GOOD STUFF!

# CompetitionPlus 25 YEARS

SOLID DELIVERABLE PROGRAMS

## 2025 ADVERTISING ASSETS

EACH BANNER DELIVERS : 10,000 - 15,000 MONTHLY IMPRESSIONS

NON-STATIC PLACEMENT ROTATES THROUGH EVERY PAGE OF PROPERTIES.

NEW PRODUCT PLACEMENT IN NEW PRODUCTS SECTION

ABILITY TO LEVERAGE ROBUST SOCIAL MEDIA PLATFORMS.

VIDEO EDITORIAL OPPORTUNITIES.

POUR HOUR ONLINE TELEVISION SHOW ON TUESDAY EVENINGS, 9 PM EST, AVAILABLE FOR COMMERCIALING.

QUARTERMILECLASSIFIEDS.COM, THE OFFICIAL ONLINE CLASSIFIED ADVERTISING SITE OF COMPETITIONPLUS.COM. AVAILABLE FOR BANNER PLACEMENT.

ADVERTISING PLACEMENTS IN EMAIL NEWSLETTER. MAILING LIST BUILDER.

MOBILE APP ADVERTISING.

# BRAND POSITIONING AT ITS FINEST! >>

CUSTOM ADVERTISING PACKAGES AVAILABLE

SOCIAL MEDIA SPONSORSHIP

MOBILE APP SPONSORSHIP

RACE COVERAGE SECTION SPONSORSHIP

NEWSLETTER SPONSORSHIP



competitionplus.com >



864.266.0937



harleynsc@aol.com

# CompetitionPlus 25 YEARS

ORIGINAL PROGRAMMING SINCE 2012

## CompetitionPlus.TV

Drag Racing's VIDEO Magazine

CompetitionPlus.TV Drag Racing's VIDEO Magazine

PRESENTED BY WELDON HIGH PERFORMANCE

MAGAZINE C.P.TV CP SPORTSMAN CLASSIFIEDS APPAREL GALLERY ABOUT US ADVERTISE WITH US CONTACT

Home > CompetitionPlus.com > TODAY'S VIDEOS AT COMPETITIONPLUS.TV

**COVER STORY**

PRESENTED BY QUARTER-MAX

**LEGENDS**

CompetitionPlus.TV

**Steve Earwood Dave Densmore**

SEASON 3, LEGENDS: THE SERIES - THE LEGEND OF STEVE EARWOOD AND DAVE DENSMORE

27.05.2023 staff reports

**BREAKING NEWS**

- #CLASSICDRAGRACING - THE FIRST TIME NHRA RAN A NATIONAL EVENT IN SONOMA
- #CLASSICDRAGRACING - 1989 NHRA MILE HIGH NATIONALS
- STORYTELLERS WITH JEFF TAYLOR: THE WHEELIE COOL STORY
- #CLASSICDRAGRACING - THE 1986 MILE HIGH NATIONALS
- #CLASSICDRAGRACING - 1971 NHRA WINTERNATIONALS, POMONA, CA.
- STORYTELLERS AT C.P.TV: SCOTTY CANNON TELLS THE

## Drag Racing's Storytellers

CompetitionPlus.TV  
Drag Racing's VIDEO Magazine

PRESENTED BY FTI AEROMOTIVE NS McLeod

**Drag Racing's Storytellers**

"You Weren't Sh\*\*\*\*\* Me!"

A STORY BY Ed "The Ace" McCulloch

PRESENTED BY WELDON McLeod BURNYZI ARP Strange

**Drag Racing's Storytellers**

I'VE HAD SMOKE BLOWN UP MY WAZOO BEFORE BUT NOT LIKE THIS

A STORY BY SCOTTY CANNON

CompetitionPlus.TV

PRESENTED BY QUARTER-MAX

**1979 NHRA GATORNATIONALS**

Classic Video

CompetitionPlus.TV

PRESENTED BY QUARTER-MAX

**2022 DODGE HEMI CHALLENGE**

WATCH NOW

CompetitionPlus.TV

VIDEO FEATURE: LYLE BARNETT

**SOMETIMES IT TAKES A MOUNTAIN**

WATCH NOW

CompetitionPlus.TV

PRESENTED BY QUARTER-MAX

**NHRA HOT ROD HERITAGE SERIES**

Tulsa (FULL COVERAGE)

# CompetitionPlus 25 YEARS

## ADVERTISING PACKAGES

# GROW YOUR SALES IN 2025

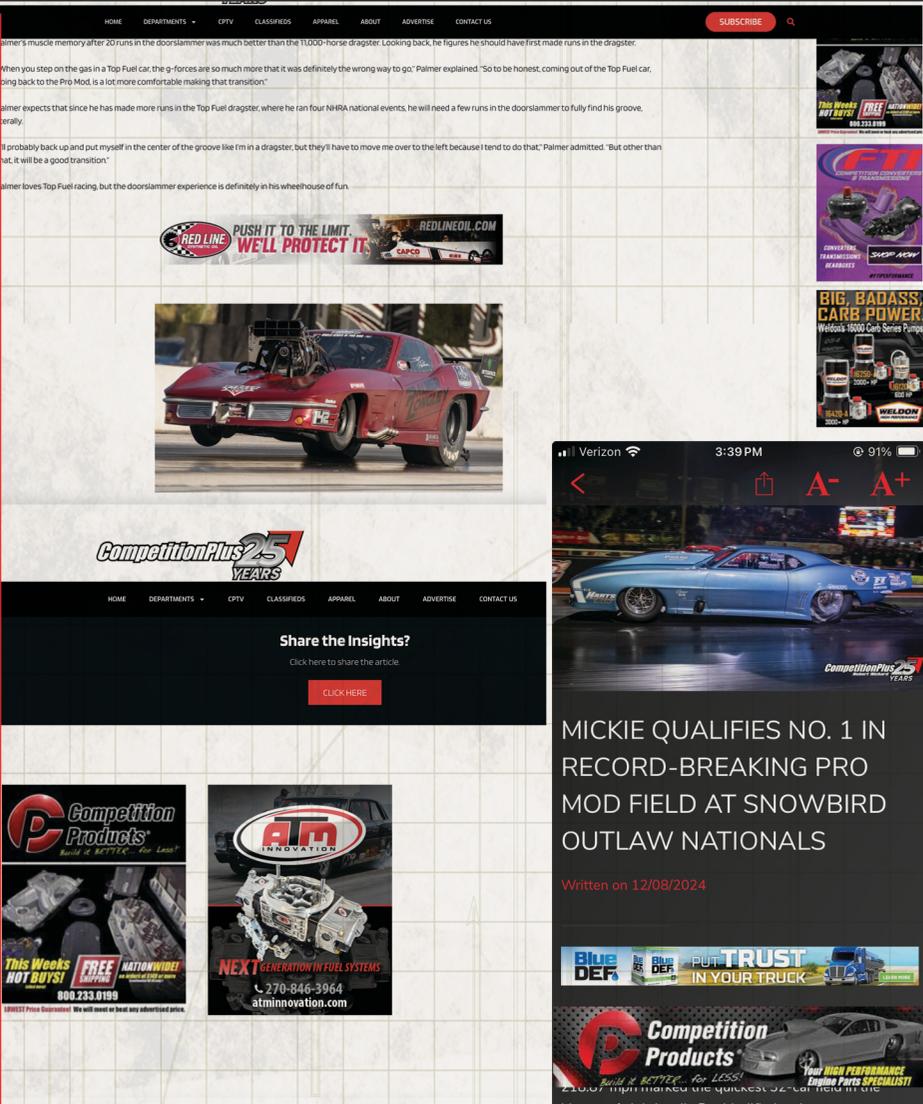
**PREMIERE**  
MONTHLY - \$800

Assets -

- Banner/display advertising on CompetitionPlus.com (5 ad campaigns simultaneously) - 75,000 impressions monthly
- NEWSLETTER ADVERTISING - 4 banners monthly
- COMMERCIALING/BRANDING ON CompetitionPlusTV - Power Hour Show
- Banner advertising on Mobile app
- (2) Branded reels on CompetitionPlus Facebook/Instagram monthly

**INTERMEDIATE**  
MONTHLY - \$400

- (3) BANNER ADS SIMULTANEOUSLY
- NEWSLETTER ADVERTISING - 2 banners monthly
- COMMERCIALING/BRANDING ON CompetitionPlusTV - Power Hour Show
- Banner advertising on Mobile app



# CompetitionPlus 25 YEARS

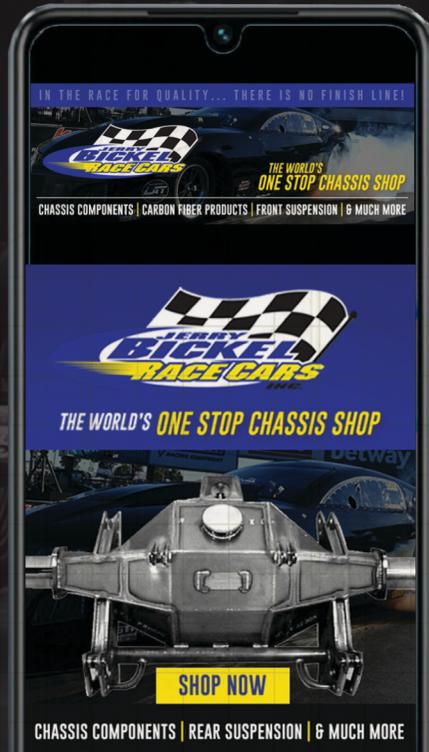
NEWSLETTER SERVICES



Let us reach your customers in a personal way on your behalf. CompetitionPlus.com has an email list of over 35,000 subscribers you can leverage to make sales and grow your business. We can also help you grow your contacts list by capturing the emails of those who click on your ads. We can also include your ad in the CompetitionPlus.com newsletter to go to our mailing list on certain packages. We can also help you grow your social media channels.

# GROW YOUR REACH

WITH EMAIL  
MARKETING  
DONE RIGHT!



# COMPETITIONPLUS.COM HAS A MONTHLY REACH THAT EXCEEDS ONE MILLION

CompetitionPlus.com has a proven record of social media activation with a monthly 30-day reach that has grown from 1 Million to over 8 Million, depending on the news cycle.

CompetitionPlus.com has proven to be content creators of the next level having published over 30,000 articles since it launched in September 1999.

The good thing about newsletter marketing is we can produce a sales email that presents at least FIVE products for sale per week. Combined with growing your social media presence, we can help you grow that fingerprint. We know how to get the clicks and views. We work it all for you. We can build a list or work off of yours.

[competitionplus.com](http://competitionplus.com)



864.266.0937



harleynsc@aol.com

# CompetitionPlus 25 YEARS

GO VIRAL



COMPETITIONPLUS.COM HAS A MONTHLY REACH THAT EXCEEDS

**1 MILLION**  
2.5 MILLION MONTHLY  
BASED ON THE NEWS CYCLE

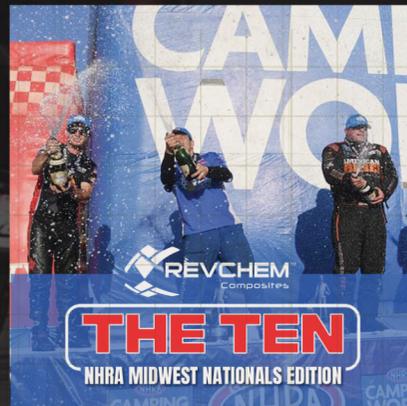
**GO VIRAL**

THE VIRAL PACKAGE - \$1,500 (MONTHLY)

- INCLUDES**
- MONTHLY STORY ALERT GRAPHICS
  - PRESENTING SPONSORSHIP OF THE TEN
  - COMMERCIALING ON THE POWER HOUR SHOW
  - ADVERTISING ON MOBILE APP
  - ADVERTISING IN WEEKLY 34K CIRCULATION NEWSLETTER

## THE TEN

In this day of instant gratification, **THE TEN** delivers three-days of intense drag racing action in ten highlight points. It's quick reading for the small attention span that tells the complete story. **THE TEN** is a viral home run with shares and posts to personal pages and the CompetitionPlus.com social media channels.



## STORY ALERT

**STORY ALERTS** bring a larger attention focus than just a description and random photo from the article. This approach has netted 40% more reach for our articles presented with a **STORY ALERT** graphic. With the **STORY ALERT** graphic also comes solid #hashtag branding.



# HASHTAG BRANDING IN SOCIAL MEDIA POSTS

