

2 0 2 4 M E D I A K I T

Racing **JUNK**<sup>®</sup>  
.com

DIVISION OF INTERNET BRANDS AUTO GROUP CLASSIFIEDS

OTHER PROPERTIES

**OLD RIDE**  
.COM



**HOTROD** Hotline  
.com

THE FASTEST WAY TO REACH YOUR CUSTOMERS



Internet Brands Automotive Group encompasses every niche of the auto universe. Our strategy unites industry-leading new and used sales, collector classifieds, and communities of auto enthusiasts in a comprehensive market portfolio. Internet Brands Automotive Group is consistently recognized as one of Comscore's Top 6 overall automotive companies.

Launched in 1999 as a single site, RacingJunk is now the flagship of Internet Brands Automotive Classifieds – a network of motorsports classified & news sites including CollectorCarNation.com, HotRodHotline.com, & OldRide.com. Our portfolio of sites reaches into nearly every motorsports community – from performance and classics to bikes and powersports. If it has an engine we have the audience for you to sell to.



*Racing & Street Performance,  
Vehicles & Parts*



*Classic Cars & Trucks,  
Muscle Cars & Street Rods*



*Hot Rods, Street Rods,  
Muscle Cars*



*Antique &  
Collector Cars*

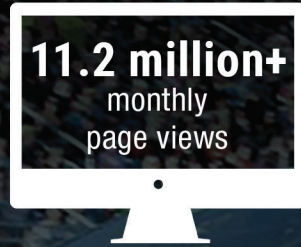
Whether you want to sell directly to purchase-primed online shoppers or build your brand with core motorsports enthusiasts and power sports communities, Internet Brands Auto Group Classifieds will deliver the access your business needs.

Internet Brands Automotive Group understands the unique challenges and opportunities of the vertical, and has an unsurpassed ability to create innovative placements, products and campaigns for its clients.

Contact us at **[autoclassifieds@internetbrands.com](mailto:autoclassifieds@internetbrands.com)**

call **866-326-9227** toll free or **413-663-3496**

## REACH



1 million+  
visits/month



425,000+  
unique visitors/month



5:44



average  
session duration



15.24  
pages per session



950,000+  
registered users



360,000+  
email addresses

## SOCIAL MEDIA



293,000+  
Social Media  
Followers



192,000+



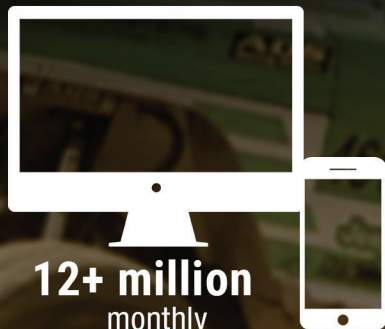
63,200+

## RacingJunk is #1 Ranked for search terms related to sale of:

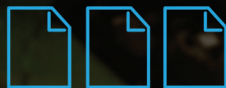
- Asphalt late model
- Chassis dyno
- Dirt race cars
- Dirt track cars
- Dirt track race car
- Drag cars
- Drag engine
- Drag race car
- Dragster
- Hot rod projects
- IMCA dirt modified
- Late model race car
- Legend cars
- Off road jeeps
- Open race car trailer
- Oval dirt track
- Race engines
- Race trailers with living quarters
- Racing go karts
- Road race cars
- RV toter
- Sprint cars
- Stacker trailer
- Toterhome
- Truck and trailer combo
- Turbo I5 engine
- Used circle track engines
- Used enclosed race car trailers
- Used race car parts
- Used race cars
- Used race engines
- Used race trailers
- Used toterhomes



**REACH**



**12+ million**  
monthly  
page views



**8.03**  
pages per session



**1 million+**  
registered users



**448,000+**  
email addresses



**4:25**  
average  
session duration

**AUDIENCE  
DEMOS**

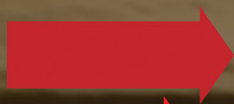


**Male**  
**77.4%**



**Female**  
**22.6%**

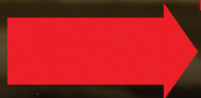
**MEDIA  
ENGAGEMENT**



**56.52% Mobile**



**5.79% Tablet**



**37.69% Desktop**

## Banner Advertising

Pricing starts at \$3.50/CPM\*

Options Include:

- Run Of Site
- Category Targeting
- Geo-targeting
- Most Recent & Popular Ad Targeting
- News & Tech Targeting

Available sizes:

- 728x90
- 300x250
- 300x70
- 320x50
- 160x600
- 300x600

The image shows a computer monitor and a smartphone displaying the RacingJUNK.com website. The monitor displays a classifieds page for 'Trailers and Tow Vehicles' with various listings and banners. The smartphone shows a mobile version of the site with a prominent 'Quick Performance' banner.

**RacingJUNK.com** Classifieds Most Recent Ads News & Events Forum Store Giveaways Partners Biz Directory Sell Q Log In Join Free

**IN THE RACE FOR QUALITY...THERE IS NO FINISH LINE!**  
COMPLETE RACE CARS – PERFORMANCE PARTS

Classifieds > Trailers and Tow Vehicles

**Trailers and Tow Vehicles**

sale including cargo enclosed race trailers, trailers, open car and auto transport and other

Get Listed Here - Only \$30 >

1971 Chevy Chevelle Big Block Drag Car  
\$16,000 | BLUE HILL, PA  
Posted: Wed, January 20 2021

JERRYBIKEL.COM Face Covering  
\$10 | MOSCOW MILLS, MD  
Posted: Tue, January 19 2021

PIT MAT 7 Sizes & 4 Colors to Choose From  
\$259 | MOSCOW MILLS, MD  
Posted: Tue, January 19 2021

**QUICK PERFORMANCE**  
FOR ALL OF YOUR DRAG RACING NEEDS  
515-232-0126  
www.quickperformance.com

**UNION RACING PRODUCTS**  
HIGH PERFORMANCE OILING & COOLING PARTS

**JASON DIETSCH TRAILER SALES** 419-298-0777  
JDIETSCH7@YAHOO.COM

**HGR'S TRUCKS AND TRAILERS** 800-230-8920  
Trailers for Everything Everything for Trailers

2000 F170 crew cab... \$29,000

32' United Super SPD LED... \$19,995

Ask us about banner ads on our automotive group forum sites!

\*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

## Sponsored Page Wraps

Pricing starts at  
\$250/mo for 25%  
Share of Voice

Pricing starts at  
\$750/mo for 100%  
Share of Voice

\$10/CPM for  
ROS Impressions

OR

No Set Share

\*Quick turn-around Graphic  
Design services provided  
FREE of charge, saving your  
business time and money!

The image shows a computer monitor and a smartphone displaying a sponsored page wrap for RacingJUNK.com. The wrap features a central advertisement for a 1967 Chevrolet Camaro SS 350 Tribute for \$53,995, surrounded by vertical banners for Holley Sniper EFI. The smartphone shows a mobile-optimized version of the same content.

**1967 Chevrolet Camaro SS 350 Tribute - \$53,995**

StreetSide Classics  
FORT WORTH SHOWROOM

**Holley Sniper EFI**

**PLUG-AND-PLAY TIMING CONTROL!**  
SNIPER EFI READY-TO-RUN DISTRIBUTORS

- ✓ SIMPLE TIMING CONTROL FOR SNIPER/HOLLEY EFI
- ✓ NO IGNITION BOX OR COIL DRIVER REQUIRED
- ✓ AVAILABLE FOR: CHEVY FORD CHRYSLER

Introducing Holley's...  
**GEN III HELIX HI-RAM**

402 Chevy 1969-72 blocks  
402 Chevrolet Blocks  
\$550  
CUSTOM 4.5 WHIPPLE SUPERCHARGER IS  
\$5,900

## Business Packages

Use our classifieds and your RacingJunk.com business storefront to build your brand and sell direct!

Ad packages starting at \$55/month

- Level 1 – 2 Ads
- Level 1.5 – 5 Ads
- Level 2 – 10 Ads
- Level 3 – 20 Ads
- Level 4 – 50 Ads
- Level 5 – 100 Ads
- Level 6 – 200 Ads


**Borowski Race Engines, Inc., Joliet, IL**  
Custom CNC Engine Builders for Street, Race & Marine. Est. 1968.

We are engine builders with with a primary focus on high-end LS engines. Our shop has [state-of-the-art CNC machinery](#), CNC machinery and [engine testing equipment](#). Our company purchases more Dart LS Next blocks than anyone, including the Big-Box crowd. Needless to say, that translates into a wealth of experience on making the best possible LS engines.

### Current list of items for sale - 98 listings

Sort By: **TIME: NEW TO OLD**

**PREMIER**



**370ci LS Shortblock - Seasoned GM Block & Crank DIAMOND PISTONS & CALLIES RODS**

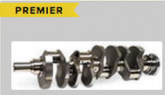
In our opinion, a seasoned block that we have gone over with our CNCs is a...

**\$5,561**  
Joliet, IL

**STOREFRONT**

Posted Today, 12:50 AM

**PREMIER**



**Callies Compstar Center Counterweighted LS Crankshaft**

**IN STOCK - IMMEDIATE SHIPMENT**

At Borowski Race Engines, we like to use fully counterweighted crankshafts...

**\$1,287**  
Joliet, IL

**STOREFRONT**

Posted Today, 12:50 AM

**PREMIER**

**WHIPPLE 3.0L**

**\$700**

**BOROWSKI RACE ENGINES, INC.**  
ENGINE BUILDER  
RACE ENGINES, INC.  
ENGINE BUILDER

**BUSINESS INFORMATION**  
(815) 725-2727  
Borowski Race Engines, Inc.  
1545 Mound Rd  
Joliet, IL 60436

[Business Website](#)  
[Send Message](#)  
[Add to favorite businesses](#)

Mon - Fri: 8:00 am - 6:00 pm  
Sat: 9:30 am - 1:00 pm

#### The Benefits of a Borowski-Built Engine

1. Custom Made to Your Exact Specifications: With our guidance, you pick the rod end, main, power and accessories.
2. Technically sound engine seasoners help keep your engine healthy.
3. Machine machined second hand reliability.
4. Quality beyond and as highly as highly.
5. Proven.
6. Build can be related to avoid.

**Borowski Race Engines, Inc.**  
Joliet, IL  
Custom CNC Engine Builders for Street, Race & Marine. Est. 1968.  
We are engine builders with with a primary focus on high-end LS engines. Our company purchases more Dart LS Next blocks than anyone, including the Big-Box crowd. Needless to say, that translates into a wealth of experience on making the best possible LS engines.

**BUSINESS INFORMATION**  
(815) 725-2727  
Borowski Race Engines, Inc.  
1545 Mound Rd  
Joliet, IL 60436

[Business Website](#)  
[Send Message](#) [+ Add to Favorites](#)

Mon - Fri: 8:00 am - 6:00 pm  
Sat: 9:30 am - 1:00 pm

#### The Benefits of a Borowski-Built Engine

[Read more](#)

Current list of items for sale [Read more](#)

98 Results [Sort By](#)



## Email and Direct Mail Marketing

Email campaigns start at \$25/CPM with 357,000+ Opt-in names. +\$150 set up fee\*

Year/Make/Model Ownership email database starting at \$50/CPM – \$500 minimum +\$150 set up fee\*

Ask us about email campaigns on our automotive group forum sites!

**EXPERIENCE Holley LS Fest TEXAS**

**DON'T MISS OUT!**  
**MAY 19-20, 2023**

**TEXAS MOTOR SPEEDWAY**

LS Fest Texas is right around the corner. The same high-octane and smoking tire shenanigans are all going down once again at Texas Motor Speedway, and we want you and your LS-swapped ride to join in on the fun. Get your tickets, and we'll see you in Dallas!

[PARTICIPATE HERE >](#)

[GET SPECTATOR TICKETS >](#)

\*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

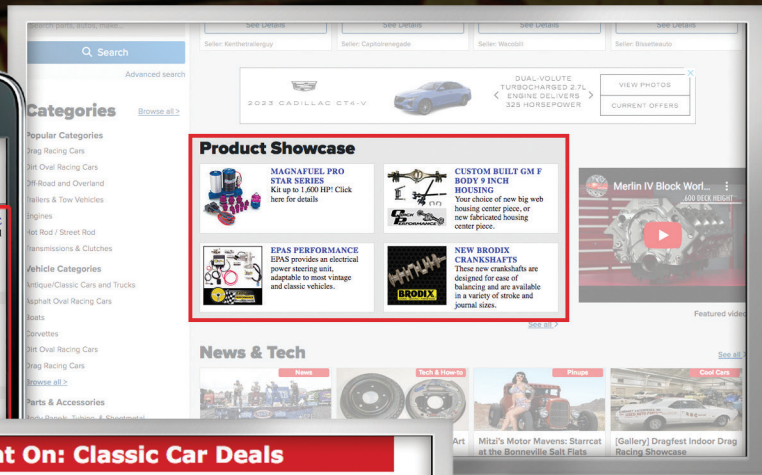
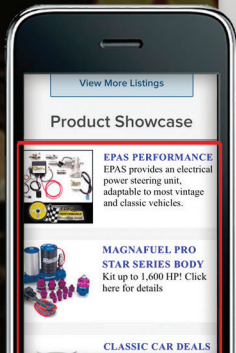
## Product Promotion

- Product Showcase \$350/mo\*
- Above the fold location on the homepage

## Newsletter Sponsorship

Sponsor the RacingJunk.com newsletter reaching over 102,000+ customers – \$500\*

\*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

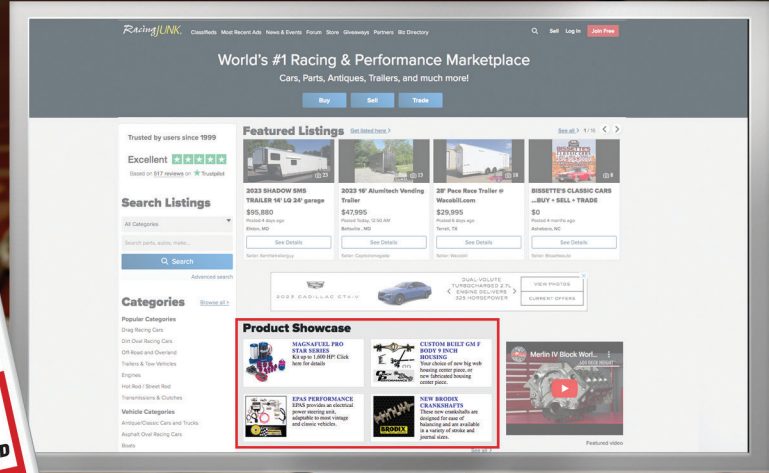
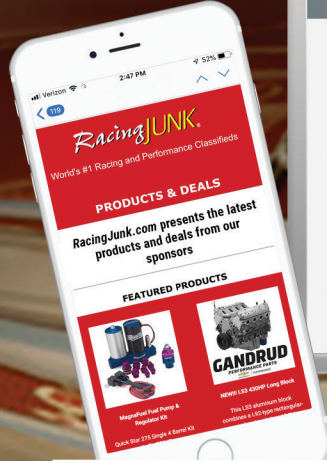


# Trade Show Sponsorship

- Logo Inclusion on a Poster distributed at SEMA and PRI
- Logo on 4,000+ t-shirts given away at PRI
- Top Gear First Gear Advertising Package for 3 months\*
- Inclusion in four quarterly product promotion email blasts to our Hotlist of 122,000+ of our most engaged opt-in members in 2024\*

**Valued over \$15,000**

\*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!



## Editorial Coverage

News & Tech  
from RacingJunk.com

Sponsored Content –  
\$500/article

Boost your brand awareness,  
share how-to expertise, and  
promote products with Sponsored  
Content on RacingJunk.com!

Examples of our top-performing  
Sponsored Content include:

- Product demonstration videos and articles
- Vehicle walk-throughs
- Company profiles illustrating where you fit in the enthusiast community
- Race, show, and event features
- Shop tours – our users love seeing where/how their performance parts are made!

### RECENT MOTORSPORTS NEWS

#### RacingJUNK How To Tutorials Using the Listings Section



#### RacingJunk How-To Tutorial: New Listings Page in My Account

Explore the new look for the Listings section (formerly My Ads) under My Account in this video tutorial.



#### Kalitta, Tasca III, Anderson, Herrera Post betway NHRA Carolina Nationals Wins

Kalitta continues to rack up wins, and Greg Anderson soars in North Carolina.



#### Sixth NASCAR Win Of '23 For William Byron Comes At Texas; Hendrick Motorsports Gets #300

Hendrick Motorsports came out on top at Texas Motor Speedway, but not with the NASCAR driver they expected.



### CLASSIFIEDS

[VIEW MORE >](#)



1975 MG MGB

🕒 Sep 22, 2023



1998 Ford Mustang Pro Mod

🕒 Sep 16, 2023



1989 Mercedes-Benz 560SL

🕒 Sep 05, 2023



2013 BMW 5 Series

🕒 Jun 28, 2023



YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

# Banner Advertising

Desktop banners starting at \$4.25 ROS\*

Mobile Banners starting at \$3.00/CPM\*

- Available sizes:
- 728x90
  - 300x250
  - 160x600
  - 300x600
  - 250x60
  - 320x50

The image illustrates the OldRide website's responsive design across different devices. The desktop monitor displays a detailed listing for a 1955 Chevrolet Bel Air, including a price of \$57,500, seller information, a gallery of images, and technical specifications like Year (1955), Mileage (66747), and Location (Margaretown, PA). The smartphone shows a mobile-optimized view with a list of cars for sale, each with a thumbnail, price, and year. A DBTires.com banner is integrated into the mobile view. To the right, three desktop banners are shown: a DBTires.com banner with the text 'OUR FLAGSHIP TIRE', a banner for 'YOUR AD could be here', and a Flaming River banner with the text 'Steering YOU in the RIGHT DIRECTION' and a list of services like wheel adapters and steering wheels.

\*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

# OLDRIDE

YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

## Email Marketing and Newsletters

Email campaigns  
start at \$30/CPM  
reaching 23,000+ opt-in  
names  
+\$150 set up fee\*

Weekly Newsletter – \$250  
advertorial content  
reaching 34,000+ opt-in  
names\*

\*Quick turn-around Graphic Design services  
provided FREE of charge, saving your  
business time and money!

**WIN A 33,000 ORIGINAL-MILE**  
**1972 Chevelle**  
**Super Sport**  
**+\$17,000 FOR TAXES**

**ORIGINAL BIG-BLOCK V-8.**

**ENDS TODAY! Make This 1972 Chevelle Super Sport Yours!**

This Chevelle Could be Yours! No Images? Click here

**TIME IS RUNNING OUT!**  
**WIN A 33,000 ORIGINAL-MILE**  
**1972 Chevelle**  
**Super Sport**  
**+\$17,000 FOR TAXES**

**GIVEAWAY ENDS 7/25**

**ENTER NOW**

BROUGHT TO YOU BY  
**CENTERFORCE**

# OLDRIDE

YOUR CLASSIC CAR COMMUNITY & MARKETPLACE

## Business Classified Ad Packages

Ad packages  
starting at \$59.95/month

Level 1 – 50 Ads

Level 2 – 100 Ads

Level 3 – 400 Ads

Level 4 – 1,000 Ads

### 1956 Dodge C3

\$29,995

[Get Financing >](#)



Viewing 1 of 25



#### SELLER INFORMATION

Streetside Classics  
Charlotte  
800 Derita Road, Ste. A  
Concord, NC  
866-542-8392

[Message Seller](#)

#### MILEAGE

883

#### YEAR

1956

#### ENGINE

100

#### LOCATION

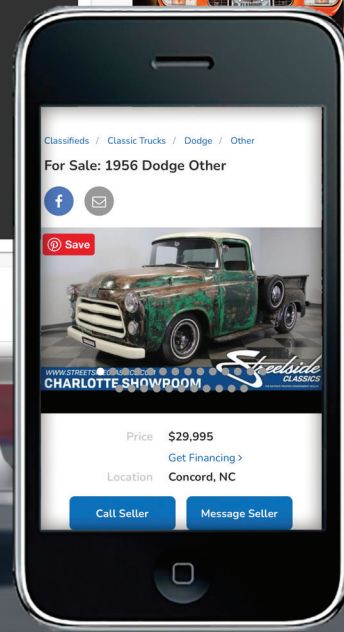
Concord, NC

#### STOCK

6750-CHA

#### FULL SPECS

Year **1956** Make





THE ONLINE RESOURCE FOR  
HOT ROD & STREET ROD ENTHUSIASTS

# Banner Advertising

Pricing starting  
at \$3.50 CPM\*

Available sizes

728x90

300x250

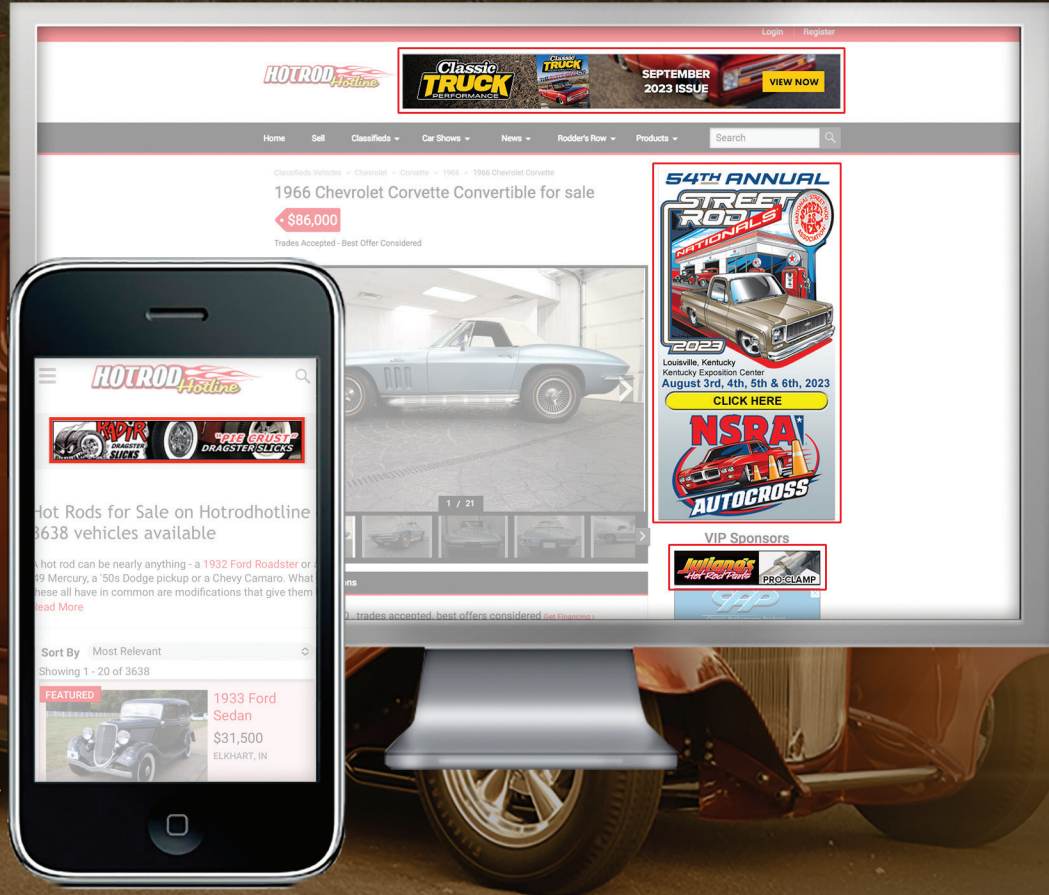
160x600

300x600

250x60

320x50

\*Quick turn-around Graphic  
Design services provided  
FREE of charge, saving your  
business time and money!





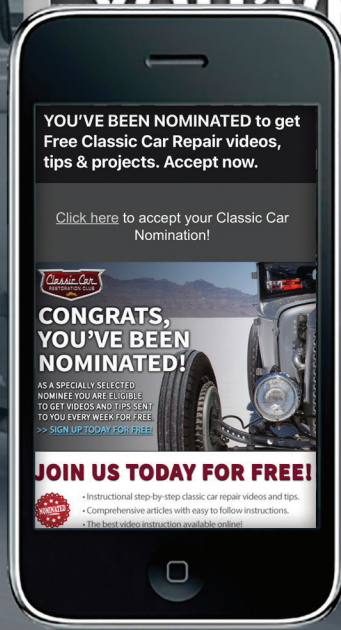
# HOTROD Hotline

THE ONLINE RESOURCE FOR  
HOT ROD & STREET ROD ENTHUSIASTS

## Email Marketing and Newsletters

Email campaigns  
start at \$30/CPM  
reaching  
23,000+ opt-in names  
+\$150 set up fee\*

Weekly Newsletter \$250  
advertorial content  
reaching  
19,000+ opt-in names\*



**Classic Car RESTORATION CLUB**

# CONGRATS, YOU'VE BEEN NOMINATED!

**YOU'VE BEEN NOMINATED** to get  
Free Classic Car Repair videos,  
tips & projects. Accept now.

[Click here](#) to accept your Classic Car  
Nomination!

**CONGRATS,  
YOU'VE BEEN  
NOMINATED!**

AS A SPECIALLY SELECTED  
NOMINEE YOU ARE ELIGIBLE  
TO GET VIDEOS AND TIPS SENT  
TO YOU EVERY WEEK FOR FREE  
>> SIGN UP TODAY FOR FREE!

**JOIN US TODAY FOR FREE!**

- Instructional step-by-step classic car repair videos and tips.
- Comprehensive articles with easy to follow instructions.
- The best video instruction available online!

\*Quick turn-around Graphic Design services  
provided FREE of charge, saving your  
business time and money!



THE ONLINE RESOURCE FOR  
HOT ROD & STREET ROD ENTHUSIASTS

# Business Classified Ad Packages

Ad packages  
start at \$79/month

Level 1 – 20 Ads

Level 2 – 50 Ads

Level 3 – 100 Ads

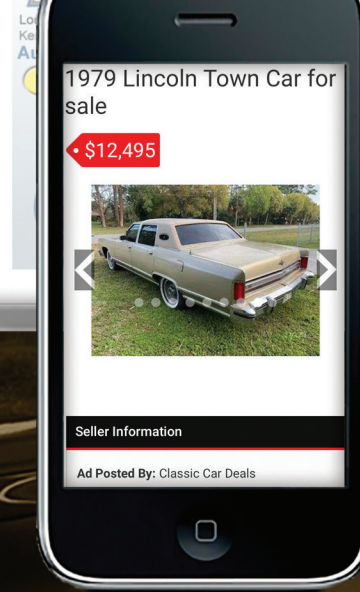
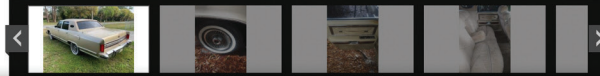
Level 4 – 200 Ads

Combination Dealer and  
Advertising packages  
start at \$225/month\*

\*Quick turn-around Graphic Design services  
provided FREE of charge, saving your  
business time and money!

1979 Lincoln Town Car for sale

• \$12,495





USER FRIENDLY ONLINE CLASSIFIEDS FOR ANTIQUE & COLLECTOR CAR ENTHUSIASTS

# Email Marketing and Newsletters

Email campaigns start at \$25/CPM reaching 32,000+ Opt-in names +\$150 set up fee\*

Weekly Newsletter \$250 – banner ad placement reaching 21,000 Opt-in names\*

# Business Classified Ad Packages

Ad packages starting at \$100/month

WIN THIS  
**1971 CORVETTE L56**  
*Stingray*  
 PLUS \$42K FOR TAXES

CLASSIC CORVETTE  
 STINGRAY

SCORE DOUBLE ENTRIES USING  
 PROMO CODE: **RC0622C5**  
 WITH YOUR DONATION OF \$25 OR MORE!

\*Quick turn-around Graphic Design services provided FREE of charge, saving your business time and money!

Streetside Classics-Charlotte, Concord, North Carolina

OUR STORY  
 After being in the collector-car business for a decade prior, Donna Robbins opened the doors to the first Streetside Classics showroom in Charlotte, NC in 2008. Armed with a customer-oriented business philosophy and a clear vision for success, she has since led Streetside Classics to an unrivaled sales volume that is currently among the best in the collector car industry.

Current list of items for sale - 283 listings

Sort By: **TIME NEW TO OLD**

	<b>1968 Pontiac Firebird</b> There's a simple reason the 1968 Pontiac Firebird stays in demand: it's stylishly sporty. The designers didn't give you a traditional...	<b>\$37,995</b> Concord, NC
	<b>1937 Ford</b> Business coupes always make the best custom cruisers, but it only takes one glance to see that this 1937 Ford is a restomod that took the time to...	<b>\$69,995</b> Concord, NC
	<b>1972 Ford F-100</b> For real truck people, this 1972 Ford F-100 Sport Custom is instantly attractive. After all, it mixes distinct style with truly helpful features ~.	<b>\$23,995</b> Concord, NC

**BUSINESS INFORMATION**  
 (866) 542-8252  
 Streetside Classics-Charlotte  
 900 Dennis Road, Ste A  
 Concord, North Carolina 28027

Business Website  
 Send Message  
 Add to favorite businesses

With the most knowledgeable and professionally trained staff in the industry, we have expanded nationally and opened showrooms in many major U.S. markets. We operate under the principles of doing business fairly and with the understanding that our customers are the lifeblood of the business. Much of our success comes from the relationships formed with buyers and sellers around the world who have joined us on this incredible journey and made Streetside's rapid growth possible.

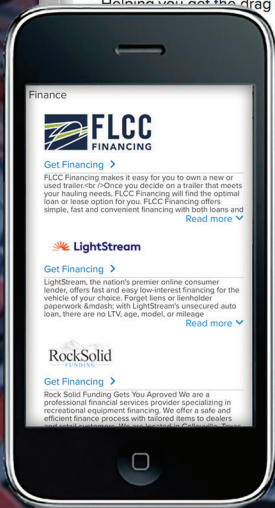
Today, Streetside Classics is known as the Nation's Trusted Consignment Dealer, providing sellers and buyers alike with the peace of mind that only comes from partnering with one of the largest classic car dealerships in the country.



## Buyer and Seller Resources

Site users can find their dream ride, get financing and arrange for transport all in one place with our networks Buyer and Seller Resources.

Ask us how to become one of these resources.



### Buyer Resources



Insurance

#### Laris Insurance

Helping you get the drag car



Shipping

#### Thrifty Auto Shipping

If affordable auto shipping is what you're looking for, Thrifty Auto Shipping is the perfect

[View Rates](#)

STORAGE UP TO  
**50% OFF**  
SpareFoot

Storage

#### SpareFoot Storage

SpareFoot is the largest online marketplace for storage, making it easier to

[Find Storage](#)



Handcrafting The Best Quality Trailers.  
Factory Direct Pricing. Long Lasting Value

Call Now



## Buyer and Seller Resources

Finance



[Get Financing >](#)

FLCC Financing makes it easy for you to own a new or used trailer. Once you decide on a trailer that meets your hauling needs, FLCC Financing will find the optimal loan or lease option for you. FLCC Financing offers simple, fast and convenient financing with both loans and leases available. Once you qualify, financing is available in minutes. We'll work with you on an individual basis to create a repayment program perfect for you. (leasing available on New All Aluminum Built Trailers only). Our focus is on getting you on the road today! Click on Get

Browse By Category

Finance  
Insurance  
Shipping  
Storage

# PARTNERSHIPS

Internet Brands Auto Group Classifieds has developed a massive network of partnerships and activates these alliances at high profile events, race tracks, sanctioning organizations, and through traditional and social media outlets. These partnerships extend our reach nationally to hundreds of events and millions of racing competitors and automotive enthusiasts.



For a complete listing of all our partners, visit [www.RacingJunk.com/partners](http://www.RacingJunk.com/partners)

To team up with RacingJunk for a powerful partnership visit [www.racingjunk.com/partners\\_program](http://www.racingjunk.com/partners_program)

# Internet Brands®

AUTOMOTIVE GROUP



[www.InternetBrandsAuto.com/sites/classifieds](http://www.InternetBrandsAuto.com/sites/classifieds)

106 Main Street • North Adams, MA • 01247

**866-326-9227**

Tel: 413-663-3496 • Fax: 413-663-3615

Email: [autoclassifieds@internetbrands.com](mailto:autoclassifieds@internetbrands.com)

**THE FASTEST WAY TO REACH YOUR CUSTOMERS**