

Welcome to the first edition of Racing Net Biz. We're here to give you some information to help you make connection with customers online and increase your business. We'll give you some tips to make your ads and websites attract more customers and sell more products.

We're Racing Net Source, the publishers of the online magazines DragRacingOnline.com, MoparMax.com and MaxChevy.com. Your target market is automotive and high-performance enthusiasts, and we're going to help you reach them with your message.

COUNTING CLICK-THROUGHS?

Besides being able to change your ad in one day, an advantage online advertising has over print or tv/radio advertising is that customers can have direct access to your website and product information. That is a tremendous advantage, but are "click-throughs" the only way to gauge success?

Although it would be nice to only pay for a print ad based upon how many products you sold off of it, publications sell based on circulation figures. You pay for a certain number of copies of the magazine that are distributed, not the number of orders that are generated. You know that branding your company's name is an important part of an advertising campaign, as well as selling a particular product.

Online advertising should not be bought on a click-through cost basis, either. Our circulation figures (unique visitors) are available and are logged daily. We can tell you on which page your ad appears and how many people looked at that page. Print magazines can't tell you how many people read a particular page and tv can't tell you how many people were actually watching during the 30 seconds or minute that your commercial aired.

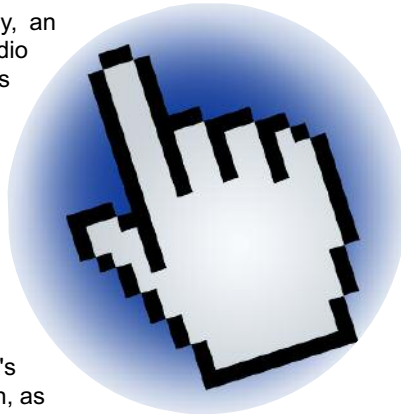
The more times a reader sees your name regularly, the more likely they are to remember it when it comes time to buy. If you don't advertise and your competitor does, who is more likely to get the buyer?

ONLINE POPULACE BOOMS

Think your customers aren't online? Think your new customers won't be online? You can't afford to ignore this marketing opportunity. With newspaper and magazines circulation on the decline and radio and television fragmented and TiVo'd to bypass commercials, the Internet is growing as a medium that offers a cost-effective way to reach your target market.

According to a report by Jupiter Research, an online research organization, the global online community will be 1.5 Billion users by the year 2011. North America will lead the online penetration at 76% by that year.

Customers under 30 years of age turn to the Internet first for information rather than newspapers and print magazines. In order to reach this generation and the next, you'll have to advertise where they are: on line.



content. They move fast and they want a medium that keeps up with them: the Internet.

Internet advertising offers a unique combination of print and television advertising since you can add movement and sound to a print ad.

DRAGRACINGONLINE.COM REACHES OVER 300,000 UNIQUE VISITORS EACH MONTH

Our number of unique visitors has been steadily increasing for the 9 years we have been producing DRO. We now average over 10,000 visitors per day, who read an average of 9 pages per visit.

Don't be confused by the term "hits." That is not an accurate measurement of how many people are seeing your message. A hit is recorded by each piece of information on a page, so a page with 10 photos on it would receive 10 "hits" plus 1 for the page - obviously not an accurate number of readers, merely a function of how many things are on a page. The more items on a page, the greater number of hits.

Don't be misled by online sites selling you a large number of hits. It doesn't mean much. Unique visitors are individual readers, which we can track by their unique computer address.

Global Internet advertising spending is predicted to grow 23% in 2008, according to Zenith Optimedia, and domestic growth is predicted at 19% growth. Blue chip marketers will continue to shift ad budgets toward digital media as they begin to fully embrace online as a necessary marketing vehicle, according to MediaPost Publications.

CHANGE ADS TO ATTRACT MORE EYEBALLS

You wouldn't run the same print ad month after month without changing anything, because you know you need to attract new readers and try different approaches to sell your products. After they have looked at it a couple of times, they don't bother looking anymore. Internet advertising is the same. In fact, it may be even more important to change your ad because our readers come back every day and are looking for new

CONTACT

For more information on advertising in our Internet magazines, contact Darr Hawthorne, Advertising Director, at 818-424-6656 or hawthorne@dragracingonline.com

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www.moparmax.com
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