

## WE'RE MOVING SOON!

No, not our offices - we're going to move photos. Starting in February we will have a section on Drag Racing Online that will show videos: DRO videos! We'll have everything from readers' cars on the dragstrip to engine tests on the dyno.

For a look at the prototype section, please go to <http://www.dragracingonline.com/video.html>

We plan to expand to brand-specific videos on both MaxChevy and MoparMax soon.

### Free Content Postings

We have made arrangement with legendary drag racing video director Dean Papadeas to use short pieces of his historical videos. We already have a collection of other short videos and will produce our own at various events throughout the year.

In addition, readers will be able to submit their own videos for inclusion (subject to our approval of content). Businesses also will be able to provide entertainment content at no charge. For example, if you have video of a run made by a car backed by your company, you can submit that at no charge.

### Paid Advertising

However, if you have a 2-3 minute "how-to" video of a new product installation, your manufacturing process or other information about your business or products, we will have a nominal charge for that "infomercial."

Here's a chance for your company to add video to your marketing mix and get information in front of your potential high-performance customers as well as a younger, wider audience that is always searching for entertainment.

If you have a commercial already prepared for television, we can use that on our video section. If you don't have video, you can run a regular Internet ad. We want to function as a portal through which our audience can be entertained and also have access to technical and product information.

### 2 For The Price of 1

We're offering you a special buy one, get one FREE introduction to our new video marketing opportunity. Here's a new way to reach the younger automotive enthusiast audience where they come for information and entertainment in a form they enjoy: videos on the Internet.

For more information contact Advertising Director Darr Hawthorne at 818-424-6656 or [hawthorne@racingnet-source.com](mailto:hawthorne@racingnet-source.com). Come on, let's get moving!

## ALWAYS FREE PRODUCT RELEASES

Remember, whether or not you advertise in our online magazines, we still will use your new product press releases. Send drag racing products to [newproducts@dragracingonline.com](mailto:newproducts@dragracingonline.com); Chevrolet products to [@maxchevy.com](mailto:@maxchevy.com); and Mopar products to [newproducts@moparmax.com](mailto:newproducts@moparmax.com).

## QUESTIONS?

We want to help improve your business, so if you have any topics concerning online advertising, marketing, or design that you would like us to address in future issues of Racing Net Biz, just email [kayburk@racingnetsource.com](mailto:kayburk@racingnetsource.com).



## CONTACT

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

[www.dragracingonline.com](http://www.dragracingonline.com)  
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