

REV UP YOUR SALES!



<http://www.coloradoscca.org> is the official website of Colorado Region SCCA (Sports Car Club of America). Advertising on the site presents an excellent and affordable opportunity for front range businesses to attract customers from the local racing community. The SCCA has the largest amateur racing presence in the state and draws drivers, crew and spectators to the website and newsletter.

Redline is the official publication of the Colorado Region SCCA; it is published online monthly January-November. In January 2009 Redline was adapted to a web-based format. In just a few short months readership has increased dramatically and currently accounts for about 25% of the club's (non message board) web traffic.

Web site readership - Approximately 15,000 page views each month; about 25% are reading Redline. Ads are displayed at random on each page, so readers see every ad on all the pages. The average reader spends about one full minute reading each page. The website and Redline reader base is a targeted sports car and auto racing enthusiast audience, located primarily in Colorado.

GRAPHICS SPECS

[New for 2015] *EMAIL BLASTER*

The Colorado Region sends an informational email message to its membership as well as 'friends of the club' (approximately 1200 names) twice a month. Once on the 1st and again on the 15th. You can insure your message gets to your customers by advertising in the email blast. We will happily work with you on developing content.

- Email Blaster - Only \$20/blast when also adverting in Redline or on the COR Website, or \$50/blast.
- Image and or HTML Content - The content will occupy a 600px wide area and can be any HTML Web content.

[New for 2015] *THE FULL PAGER*

Having an open house or other special event? Starting in 2015, full page ads will be available in Redline.

- Full Pager - Redline - \$100/month
- Image and or HTML Content - The content will occupy a 500px wide area and can be any HTML Web content.

EYE CATCHER

- Full color graphic - 250 pixel wide x 300 pixel high
- JPG, PNG or GIF file formats
- Link the ad directly to your website
- Includes your business in the advertiser directory of Redline
- Eye Catcher - Redline - \$50/month; Web - \$100/month
- 20% discount for prepaid quarterly ads

BEST VALUE

- Full color graphic - 250 pixel wide x 150 pixel high
- JPG, PNG or GIF file formats
- Link the ad directly to your website
- Includes your business in the advertiser directory of Redline
- *Best Value* - Redline - \$25/month; Web - \$50/month
- 20% discount for prepaid quarterly ads

learn more

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Visit the current Redline issue [here](#)

Visit the website [here](#)

