RACER X ONLINE

BANNER ADVERTISING

EXPAND YOUR AUDIENCE WITH BANNERS

Why advertise on *Racer X* Online?

Racer X Online is the sport's top source for industry news and original content. We've designed the site with advertisers, as well as readers, in mind. Ad placement has been carefully designed to increase click-through rates and time on page.

Our IAB-compliant 300 x 600 half-page banner unit gives you the room to get creative—and to get noticed. But here's the real kicker: On all of our sub-pages, the 300 x 600 smoothly slides down the page as the user scrolls, staying on the screen the entire time. The result is a drastically lengthened impression (sometimes surpassing 30 minutes), which means remarkably effective branding and click-through rates that are through the roof. Our above-the-fold 728 x 90 leaderboard banner, which runs throughout the site, provides advertisers with prime real estate on all moto content.

Choose from one of the options below or work with your sales rep to design a custom plan to fit your budget and goals.
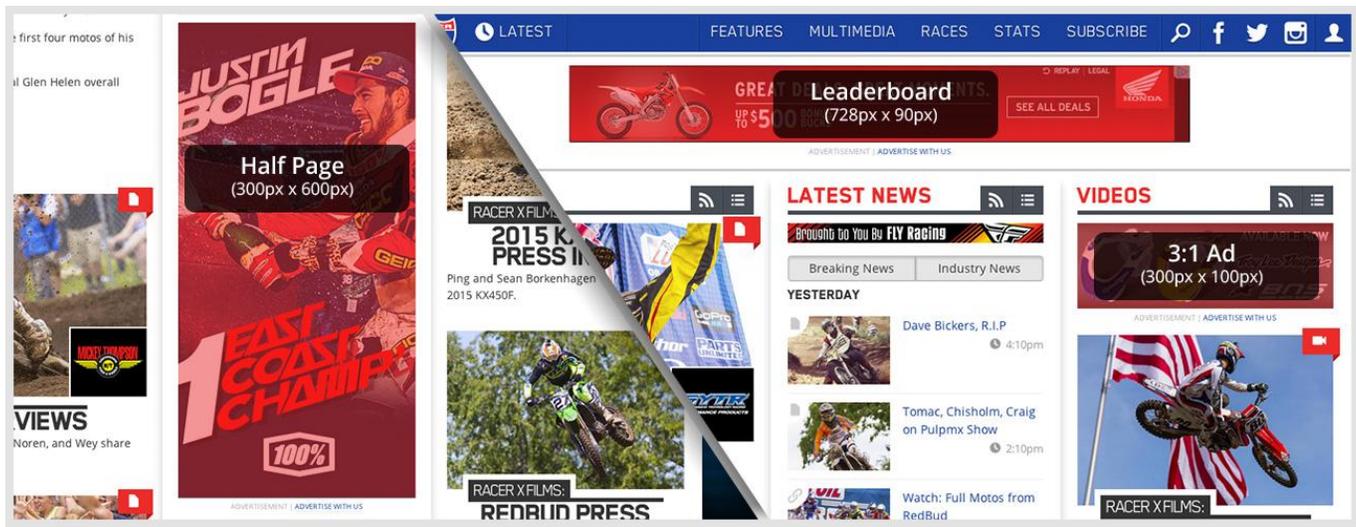
Racer X Online Banner Packages

	Cost	Impressions	CPM	Commitment	Discount
Plan A	$500/month	50,000	$10	1 month	0%
Plan B	$1000/month	111,111	$9	6 months	10%
Plan C	$2000/month	250,000	$8	12 months	20%
Plan D	$2500/month	357,142	$7	12 months	30%

Targeting Options

Banners, including mobile banners, can be targeted by geography, browser, browser language, operating system, bandwidth, user domain, day, time, and more.

Run-of-Site Banner Options

Sizes and Specifications

Leaderboard Banner

728 x 90 pixels

40 KB max

Half Page Banner

300 x 600 pixels

40 KB max

Large Mobile Banner

300 x 250 pixels

40 KB max

3:1 Rectangle
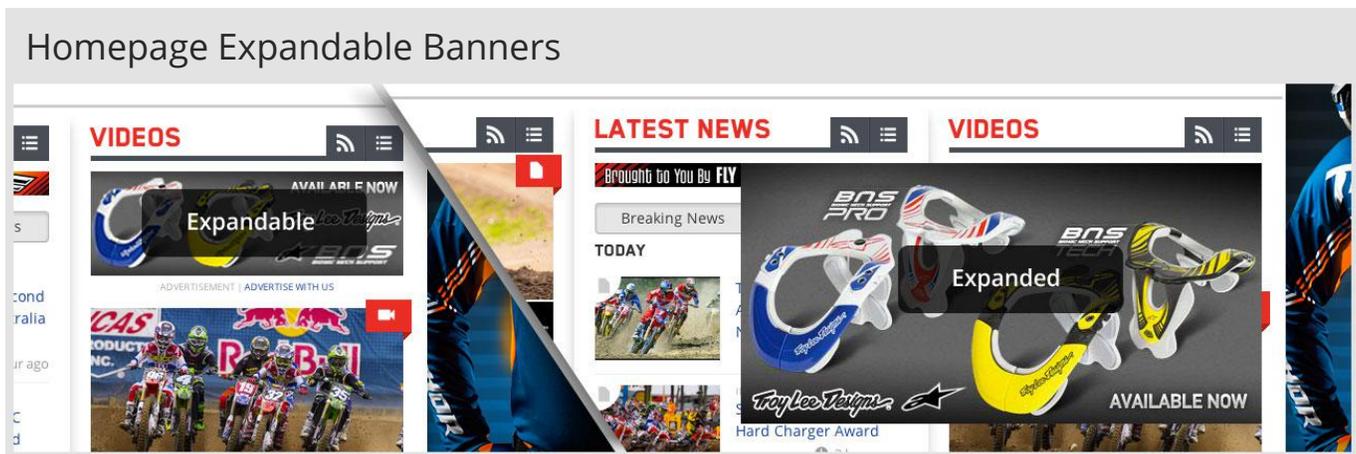
300 x 100 pixels

35 KB max

Mobile Banner

320 x 50 pixels

35 KB max

3:1 Expandable

Please submit a flash and static 300 x 100 pixel banner and a flash 500 x 250 pixel banner.

Acceptable File Formats

.jpg, .gif, HTML5, and a variety of rich media vendors and formats

Looping and Animation

Banner ads on *Racer X* Online are programmed and placed to be seen, so it's not necessary to get overly flashy with your banner ads, particularly on half page units. If you do use video or a lot of movement, we highly suggest limiting it to one or two loops max, then stopping on a static call-to-action. Keep in mind that our half page units sometimes stay on a user's screen for up to 15 minutes.

Above images to be viewed as an example only. Please consult your ad rep about which placements you will be receiving.

For material or deadline questions, contact:

✉ ads@racerxonline.com
All creative must be submitted 5 full business days before the contracted start date.

Contact us for more information

For more information or to learn more about the available advertising opportunities, contact us now.

Contact Us