

Passion, Interaction, Product Loyalty... Advertising with AmericanLeMans.com

AmericanLeMans.com is the premium international motor-sports web site. American Le Mans Series fans are affluent, tech-savvy and influential. Their passion, disposable income and product loyalty makes our web site your destination for results. High presentation standards, full-time staff and daily fresh content keep traffic flowing and sophisticated management tools provide you with timely and accurate feedback.

Americanlemons.com is home to the advanced features and exclusive content our fans embrace -- audio and video podcasts, the largest messageboard in sports car racing, up-to-date information on our drivers and teams, an extensive photo collection, Series merchandise store and much, more!

Reach a new level of world-class consumer with americanlemons.com. For more information, contact us today at webads@americanlemons.com

AmericanLeMans.com Features

- Daily Fresh Content
- Large, impactful photographs
- Exclusive news and features
- Live Timing and Scoring, Pit Notes
- Audio and Video Podcasts
- RSS Content and Podcast Feeds
- Wireless Features
- Fantasy Racing
- Exclusive Community features
- Content distribution partnerships with Yahoo, iTunes, Google and MySpace.
- ... and more.

AmericanLeMans.com Traffic

- Vage Views: 600,408 (April 2007)
- Visits: 197,093 (April 2007)
- Unique Visitors: 92,033 (April 2007)

* Source: Google Analytics - April 2007.

Advertisement Specifications and Pricing

		250,000 + Impressions	500,000 + Impressions	1,000,000 + Impressions
		CPM	CPM	CPM
230 x 50	20k max	\$5.00	\$4.50	\$4.00
230 x 100	20k max	\$7.50	\$6.50	\$5.50
230 x 150	20k max	\$9.00	\$8.00	\$7.00

- Animated GIF and Flash media accepted.
- All prices are Run of Site.



American Le Mans Demographics

- 51% are between the ages of 25 to 49
- 48% earn more than \$90,000 per year
- 13% have a net worth of over \$1 million
- 22% have a net worth of over \$500K

* Source: Nielsen Media Research - July 2006.



World Class