

e-racing

*The news authority on Formula E and all things electric racing
from the creator of Sportscar365 - Launching September 2017*



ABOUT THE PUBLISHER

John Dagys is the founder and Editor-in-Chief of Sportscar365.com. Launched in 2013, it is the leading independent English news source for GT and endurance racing worldwide, with more than 25 million total page impressions.

With a Bachelor's Degree in Journalism, John has spent the past eight years as a motorsports correspondent for FOXSports.com and freelancing for other global news outlets.

SPORTSCAR365 STATS

750,000
MONTHLY PAGEVIEWS

110,000
MONTHLY UNIQUE VISITORS

10,866
ARTICLES PUBLISHED

36%
INCREASE IN VIEWERS
2014 to 2015

 **27,281 LIKES**
@sportscar365

 **19,700 FOLLOWERS**
@sportscar365

PARTNERS

Michelin • Continental Tire • Lamborghini
Audi • FIA World Endurance Championship
Pirelli World Challenge

WHY E-RACING365?

Launching in September 2017, e-racing365 will deliver daily news, features, analysis and insight not yet seen on an independent Formula E media platform.

Providing original, stimulating and quality content from the world's most expanding racing series, e-racing365 will be the industry's Formula E news authority.

ABOUT THE EDITOR

Sam Smith is e-racing365.com's Formula E Editor. A 20-year veteran in motorsports media, Sam has held roles as Press Officer of the FIA Sportscar Championship and Communications Manager at Lola Group prior to setting up the successful Sniffer Media Ltd. PR company in 2012.



Sam is a well-known face in the Formula E paddock, where he was series editor for Motorsport.com from 2014-17.

COVERAGE PLAN

- FIA Formula E Championship
- Emerging Electric Race Series
- E-Mobility

PARTNERSHIP OPPORTUNITIES



SECTION SPONSORSHIP

720x90 pixel headline banner for all content in either Formula E or E-Mobility sections. Minimum 12-month commitment: **\$2,495/mo**

DRIVER COLUMNS

Exclusive pre or post-race columns from Formula E drivers with in-text sponsorship opportunities. Maximum three columnists per season: **\$3,995/season**

SPONSORED POSTS

Features, technical analysis, video embeds and more. Options include supplied or tailor-made content to fit your editorial needs. **Contact us for pricing**

PODCAST

Bi-weekly Formula E podcast, featuring interviews, expert analysis and more. Multiple branding opportunities available. **Contact us for pricing**

OTHER OPTIONS

Please contact us for additional advertising and partnership opportunities.

**All rates in U.S. Dollars (USD)*

AD RATES

TOP LEADERBOARD: \$2995/mo
970x90px (run-of-site)

MIDDLE LEADERBOARD: \$1995/mo
970x90px (homepage)

FOOTER LEADERBOARD: \$795/mo
970x90px (run-of-site)

WALLPAPER SKIN: \$1995/wk
(run-of-site)

SIDEBAR AD: \$849/mo
300x250px (homepage or articles)

SKYSCRAPER: \$995/mo
300x600px (homepage or articles)

MULTI-CHANNEL



Packages available for partnerships across both e-racing365 and sportscar365 platforms.

Contact us for more details

AD LOCATIONS

The desktop version of the e-racing365 website features a 'TOP LEADERBOARD' at the top with a red background. Below it is a 'Dream Season' article. A 'FORMULA E LATEST' section contains four article thumbnails. A 'MIDDLE LEADERBOARD' section follows, with a 'MORE NEWS' column on the left and a 'SIDEBAR AD' on the right. The 'SIDEBAR AD' is a green box with the text 'SIDEBAR AD'.

This desktop view shows the 'Porsche to Join Formula E Beginning in 2019' article as the main content. The 'TOP LEADERBOARD' is at the top. Below the article is a 'SECTION SPONSORSHIP' banner with a photo of three men. To the right is a 'SIDEBAR AD' (green box) and a 'SKYSCRAPER' ad (yellow box with text rotated 90 degrees). The 'FORMULA E LATEST' section is visible below the article.

The desktop version of the website is shown with a large blue 'WALLPAPER SKIN' overlay. The skin covers the top 'TOP LEADERBOARD' and the 'Dream Season' article. The 'FORMULA E LATEST' section and 'MORE NEWS' section are visible below the skin. The 'SIDEBAR AD' and 'SKYSCRAPER' ads are also present in their respective positions.