

LOWRIDER

LOWRIDER
Arts

LOWRIDER
Bicycle

EDGE



2011 MEDIA KIT

LOWRIDER GROUP

SOURCE
INTERLINK
MEDIA ▲
AUTOMOTIVE DIGITAL
www.SIMautomotive.com

LOWRIDER GROUP PROFILES



The Lowrider Group reflects the interests and needs of enthusiasts of the fastest growing motor sport in the country - lowriding - and provides unmatched brand affinity with the Hispanic male audience. What is a lowrider? It is a specialized range of cars that are stereo-equipped, embraced by their owners, painted to perfection, and most importantly, lowered and highly customized! The site is comprised of categories including shows, vehicle showcases and technical how-to's.

SITE PROFILES

LOWRIDERMAGAZINE.COM

Lowrider has been the largest supporter of the Lowrider industry and its enthusiasts by promoting lowriding as a positive automotive lifestyle. The website covers featured cars, events, and provides technical advice. The video section covers highlights of recent car shows, while the model section bares all about this unique subculture. Finally, enthusiasts can catch up on the latest news and opinions from the site's blogs and news section while giving their input via the forums.

LOWRIDERARTE.COM

Lowrider Arte is a unique gallery that celebrates America's amateur and underground artists. The "Features" section highlights creative talent by displaying submissions received from readers and artists around the world. The popular "Featured Artist" series explores the legendary talents of the masters as well as the innovations of new, emerging artists. Enthusiasts can browse a virtual museum of lowrider lifestyle inspired art and discuss their views on the website's blog and forum sections.

LOWRIDERBIKE.COM

Lowrider Bike offers enthusiasts the opportunity to share their passion of art-adorned bikes online with fellow enthusiasts. The site offers technical advice, tips, and reviews from the site editors as well as "Reader's Rides" where fans can show off their unique creations.

LOWRIDEREDGE.COM

Lowrider Edge offers enthusiasts a great place to network and meet others interested in new age customs. The site provides technical advice and event coverage.

ABOUT OUR AUDIENCE



www.SIMautomotive.com

LOWRIDER AUDIENCE

18-49 Users	85%
Male Users	58%
Mean Age	32
Mean HHI	\$55,000
Page Views*	1.5 Million
Unique Visitors*	165,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

LOWRIDER ARTE AUDIENCE

18-49 Users	81%
Male Users	55%
Mean Age	29
Mean HHI	\$60,000
Page Views*	662,000
Unique Visitors*	85,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

LOWRIDER BICYCLE AUDIENCE

Page Views*	60,000
Unique Visitors*	14,000

• Nielsen Online SiteCensus YTD Monthly Avg, December 2010

LOWRIDER EDGE AUDIENCE

Page Views*	54,000
Unique Visitors*	16,000

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

AD UNITS



IAB ADVERTISING UNITS AND SPECIFICATIONS

Ad unit sizes:

- 728x90
- 250x90
- 160x175
- 160x600
- 300x250

Max file size:

- 160x600, 300x250, 728x90 50kb
- 160x175 and 250x90 15kb

File types:

JPG, GIF, Flash, HTML

Max Loops:

3 loops (15 seconds/loop)

Flash version accepted:

8 or below

EXPANDABLE SIZE MAX (CLICK TO EXPAND)

Initial Size	Expanded size	Direction of expansion
160x600	320x600	Homepage Left/Other pages Right
300x250	450x250	Right
728x90	728x180	Downward
160x175	280x175	Right

Close method:

Click or roll off

We allow pinning, there must be a prominent close button

Initial file size:

50kb

Maximum file size expanded state:

100kb

Close button:

Required

Initial animation:

15 seconds

Max loops:

3 loops (15 seconds/loop)

Video:

Non-user initiated

Audio:

User initiated

Max video/audio length:

30 seconds

Audio/video buttons required:

Play, Stop, Pause, Mute, Restart

NOTES FOR FLASH CREATIVES:

For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have exported SWF to us. Back-up GIFs should be supplied with the SWF files and be under 50kb in size.

Click tag for flash (case sensitive):

```
on (release) {
  get URL (_level10.clickTag,"_blank");
}
```

We accept all DART-supported forms of rich media including the following: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

Please contact traffic@sorc.com with any questions or concerns.

OTHER ADVERTISING OPPORTUNITIES



READERS RIDES:

A personal car space for all lowriders, where members can post ride profiles, view car photo galleries or rate others' rides.

PRODUCT SHOWCASE:

Showcase a new product directly on the homepage of select websites. Exclusive placement for an entire month.

VIDEO SPONSORSHIPS:

Place :15 or :30-second video commercials before/after all videos played on select websites. Repurpose your TV commercials!

REGIONAL/LOCAL ADVERTISING:

Target your ads regionally or locally.

COOPERATIVE ADVERTISING:

Use available co-op advertising funds to promote a product/brand with "clicks" routed to authorized resellers.

TOTAL SITE SPONSORSHIP:

A Powerful branding option. Exclusive placement on every page of a website for one month.

CONTENT TARGETING:

Target ads to certain sections and articles.

MINI CATALOG:

Rich Media ad expands to show an assortment of products. This ad can be updated frequently and clicks-through to your product page.

MICROSITES:

Semi-Custom microsites provide turnkey promotional campaigns. Leverage one of our microsite solutions to expand your campaign and engage directly with your core target audience. Custom solutions are also available.

LICENSING OPPORTUNITIES:

Lowrider-branded clothing, footwear, consumer products, car products, and more! Our branding gives your products instant recognition.