

**Classic  
TRUCKS**

**CUSTOM CLASSIC  
TRUCKS**

**Custom  
RODDER**

**KIT CAR**

**ROD &  
Custom**

**STREET  
RODDER**

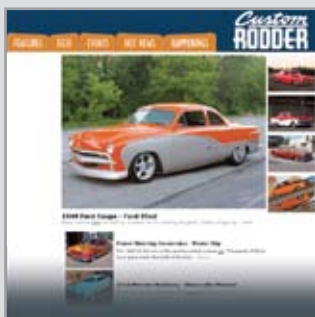


**SOURCE  
INTERLINK  
MEDIA**   
AUTOMOTIVE DIGITAL

[www.SIMautomotive.com](http://www.SIMautomotive.com)

**2010 MEDIA KIT**  
**STREET ROD GROUP**

# STREET ROD GROUP PROFILES



The Street Rod Group is comprised of car and truck websites that focus on restoration, building, and driving vintage vehicles. Past and present trends are chronicled, along with “how-to” subjects, ranging from beginner skills all the way to the talent levels of the master fabricator. Cosmetic modifications are introduced with identified aftermarket components to aid the enthusiast with proper part selection, and photo coverage of classic car & truck shows and events.

## SITE PROFILES

### [CLASSICTRUCKS.COM](http://CLASSICTRUCKS.COM)

Classic Trucks serves tuners in the performance enthusiast market and whose vehicles are light-trucks from the mid 1940's up to 1980. Technical articles on Classic Trucks typically cover topics as engine upgrades, bolt-on accessories, suspensions, while event coverage discuss the latest shows, the vehicles, and the various events. Fans can learn from the editors' articles and make friends across the site's forums and blogs.

### [CUSTOMCLASSICTRUCKS.COM](http://CUSTOMCLASSICTRUCKS.COM)

The steady growth of the classic truck market has earned the attention of the street rod market, the restoration market, the professional builder, the sport truck aficionado, and the hands-on backyard enthusiast. Custom Classic Trucks focuses on the full range of issues related to American-manufactured vintage pickups, panels, deliveries and other trucks manufactured prior to 1978. Its comprehensive editorial concentrates on restoration and modification with complete coverage of the parts and services available to its active and passionate readership. From trick paint jobs and personalization ideas to news and views, no one covers this world of classic American-built beauties like Custom Classic Trucks.

### [CUSTOMRODDER.COM](http://CUSTOMRODDER.COM)

Custom Rodder shows an era specific site covering the 1949 and later modified American vehicles, with an emphasis on the 1960's models. While articles and videos provide enthusiasts with the latest in the industry, forums and blogs allow fans to post questions or discuss issues.

# STREET ROD GROUP PROFILES



## [KITCARMAG.COM](http://KITCARMAG.COM)

Kit Car - the Car Builder's Authority - is devoted to helping its visitors build their own cars or find a shop that can. Kit Car's editorial content is aimed at enthusiasts, both novice and expert, and is focused on the technical side of component cars with practical articles like basic body treatments to the construction of high-tech, high-end, turnkey performance cars. Besides the articles, visitors can access extra suggestions and assistance from the site's forums and blogs.



## [RODANDCUSTOMMAGAZINE.COM](http://RODANDCUSTOMMAGAZINE.COM)

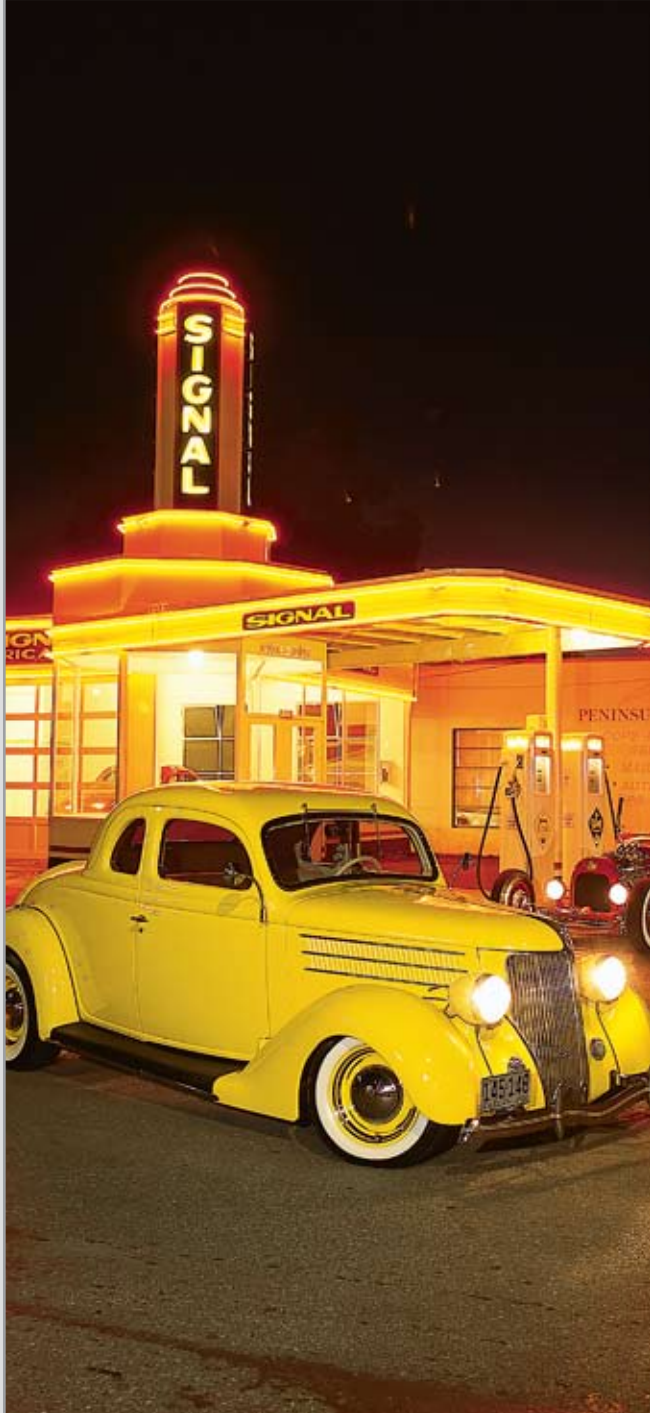
Rod & Custom is the Internet version of Rod & Custom magazine, which has been defining street rodding since 1953. The site will never forget its past, and features monthly historical profiles with vintage photography. Users looking for information for their homebuilt, traditional customs from the '60s can browse the online articles or read about the latest meets and events. Forums are provided to help find fellow enthusiasts while blogs are another useful tool to find out the latest news or interact with the editors.



## [STREETRODDERWEB.COM](http://STREETRODDERWEB.COM)

Street Rodder has truly lived up to its tagline, "The World's Street Rodding Authority." Editors cover the finest 1948 and older vintage street rods with "how-to" articles for the novice enthusiasts, rod road tests, and reviews on new parts and technologies. Visitors have access to a community of fellow rodders with the site's forums and blogs.

# ABOUT OUR AUDIENCE



## CLASSIC TRUCKS AUDIENCE

18-44 Users	55%
Male Users	58%
HHI \$60K+	39%
Page Views*	712,000
Unique Visitors*	119,000

Source: ComScore Metrix, 3-Month Avg, August 2010  
\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## CUSTOM CLASSIC TRUCKS AUDIENCE

18-44 Users	52%
Male Users	65%
HHI \$60K+	49%
Page Views*	601,000
Unique Visitors*	104,000

Source: ComScore Metrix, 3-Month Avg, August 2010  
\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## CUSTOM RODDER AUDIENCE

35-64 Users	82%
Mean Age	49
HHI \$60K+	56%
Mean HHI	\$69,000
Page Views*	85,000
Unique Visitors*	20,000

Source: Reader Survey 2003  
• Nielsen Online SiteCensus YTD Monthly Avg, August 2010

# ABOUT OUR AUDIENCE



## KIT CAR AUDIENCE

18-44 Users	41%
Male Users	80%
HHI \$60K+	44%
Mean HHI	\$68,000
Page Views*	175,000
Unique Visitors*	48,000

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

\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## ROD & CUSTOM AUDIENCE

18-49 Users	33%
Male Users	81%
HHI \$60K+	63%
Mean HHI	\$87,000
Page Views*	442,000
Unique Visitors*	94,000

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

\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## STREET RODDER AUDIENCE

18-49 Users	50%
Male Users	70%
HHI \$60K+	53%
Mean HHI	\$70,000
Page Views*	489,000
Unique Visitors*	96,000

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

\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

# AD UNITS



## IAB ADVERTISING UNITS AND SPECIFICATIONS

Ad unit sizes:

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

Max file size:

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

File types:

- 50kb
- 15kb
- 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:

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 40kb 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@src.com](mailto:traffic@src.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.

## 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.