



Digital ThrottleSM

We Fuel Online Advertising

MEDIA KIT



Reach Motoring Enthusiasts Through Our Network of Independent Websites

We're the First & Only Aftermarket Vertical Ad Network

Digital Throttle provides online advertising solutions across a highly-focused community of independent websites. These sites are each focused upon a unique segment of the motoring audience, as illustrated along the bottom of these pages. Our site visitors view their vehicles as more than hobbies or investments. Our network of sites help power the motoring lifestyle.

We selectively recruit and partner with these independent websites to enable multiple advertising solutions to advertisers of all sizes. We power the network and serve your ads through our partnership with Adify, the leading vertical ad network platform owned by Cox Enterprises.



"With 20 years aftermarket and advertising experience, I started Digital Throttle to help advertisers easily reach their target audiences through multiple sites, each with a unique personality."

Bryan Robb, Founder & President



"I've spent my entire career in the powersports industry. The combination of our technology, focus, and passionate site owners produce incredible results for our clients."

Sean Finley, Motorcycle President

The Digital Throttle Advantage

FOCUS: We focus exclusively on motoring enthusiasts and those involved in the repair of vehicles. We know your prospects, your industry and the best sites to target.

INDEPENDENCE: We don't own or control any of the sites in our network. Our only bias is to maximize your advertising results.

CREATIVITY: Innovative online ads are critical to your online advertising success. Digital Throttle provides a comprehensive portfolio of creative services and custom programs to fit your product or service.

Use our Focus to Maximize Results



Quickly Find Your Target Audience Through the Digital Throttle Vertical Ad Network

Use our Network to Save Time & Money

Digital Throttle allows advertisers to reach their audience quickly at the optimal cost. We believe your time is better spent creating memorable ads and working with our team to optimize the results of your online advertising campaigns.



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Car Enthusiast

Motorcycle

Motorsports

Dirt Bike

Classic Truck



Purchase an Audience... NOT individual sites

When you purchase online ads across multiple sites, you remove the guesswork and risk of relying on just a few individual sites. The Digital Throttle network is segmented into six unique markets, as illustrated below. Within each market, sites are profiled into unique audiences. This targeting enables both extensive reach and focused ad placements.



Muscle cars, performance, tuner and vehicle – specific sites. Also includes restoration, collector and street rod sites.



Light duty truck & sport utility vehicle sites. Includes diesel trucks, off-road / 4X4, & customized street trucks/SUV's.



Sites for the average consumer performing his own automobile repair. Includes both reference and eCommerce sites.



Motorcycle rider, collector & racer. Include metric sportbike, cruising, American V-Twin, ATV, moto and off-road.



Sites for the professional & amateur racer. Covers all types of vehicle racing: drag, dirt, oval, motorcycle, and off-road.



Professional mechanics, store counter men & shop owners. Sites feature industry news, order entry and eCataloging.

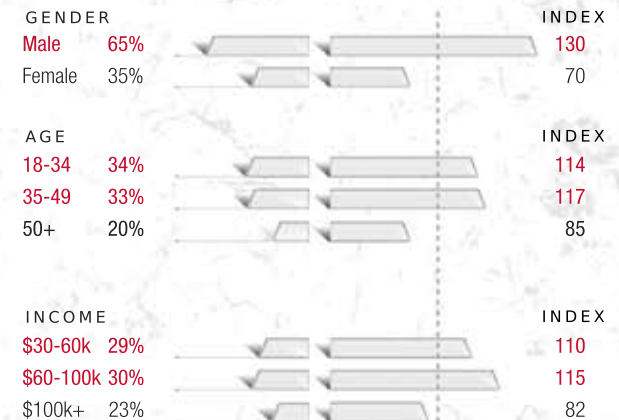
Over 150 Sites

8+ million monthly unique visitors

Our Typical Site Visitor

He is the ultimate **Do-It-Yourself** consumer and enjoys getting his hands dirty. He pampers his vehicles & takes pride in his mechanical abilities. Much of his free time & disposable income is spent enjoying his motoring hobby & lifestyle.

Demographics



Internet Average

Estimated through Quantcast AS of July 2011



ATV

Classic Auto

Off-Road

V-Twin Cycle

Sports Car

Available Ad Sizes

Digital Throttle accepts a variety of ad formats and file types in accordance with the IAB (International Advertising Bureau) standards. The most popular sizes used by our publishers include:



Accepted Ad Formats

- Standard image formats (GIF, JPG, PNG)
- Rich Media – JavaScript, Flash (SWF), HTML
- Text
- Video (SWF)
- Third-party ad serving accepted

SPECIFICATIONS

- Hosted files may not exceed 100K
- No limit on creative hosted elsewhere
- Animation length max 15 seconds, 3 loops

Visit www.digitalthrottle.com/adspecs for complete specifications

Creative Services

Selecting targeted websites is just the first step of a successful online advertising campaign. For those advertisers seeking assistance building their online ads, we can create:

INTERACTIVE RICH MEDIA: Use the ultimate in technology to showcase videos & multiple products. These ads are proven to see a 10% and greater interaction rate.

FLASH ANIMATION: animated ads produce two to three times the response of standard image ads. Use our experience to produce memorable and effective flash ads.

STANDARD IMAGE: these standard ads are great for moderate to small budgets and if designed properly, will produce excellent results.

Targeting Options

Optimize your advertising campaign through several targeting options to enhance your performance and marketing ROI:

VEHICLE: Many of our sites are focused on specific makes and models of vehicles. Many sites also enable keyword make and model content targeting.

FREQUENCY: You can control how many times each ad is seen by the same person. This “frequency capping” increases the number of unique people you can reach.

GEOGRAPHIC: We can traffic your ads to appear in specific locations, ranging from countries to individual zip codes.

TIME: You can elect to show your ads on specific dates, days of the week and even times.

Sponsorship Opportunities

In addition to display advertising, several of our publishers offer custom sponsorships such as:

- Forum sponsorships
- Custom editorial support
- Page roadblocks
- Site sponsorships

Robust Reporting

You will also receive secure access to our network system to view standard reports detailing ad and site performance. The system also enables custom reporting and can be setup to deliver you and your team automated email alerts.

Consumer DIY

Sportbike

Street Rod

Truck / SUV

Trade

