

2016

HORSEPOWER *And* HEELS

ADVERTISING AND MEDIA PARTNERSHIPS



Editor's Note

In today's competitive market, finding new unique and successful mediums for getting your message across is key.

That's why motorsports marketing is such a valuable tool.



Horsepower & Heels Media utilizes over 16 years of combined professional marketing experience and autosport passion to develop a customized plan for your company, maximizing your marketing efforts.

We also have one very unique strength - navigating the automotive and motorsport world from the *female perspective*. This allows us to reach more than the typical demographic.

Our growing team has capabilities beyond your average media organization - we are a full-service marketing partner that will make reaching your goals our only priority. Our one-stop personalized service will make marketing your business more streamlined and convenient.

Let us do the work.

Share with us your company's marketing goals, and allow us to create a tailored marketing plan to maximize your results.

Put ***Horsepower & Heels Media*** to work for you today!

Erica Ortiz

Erica Ortiz
Editor-in-Chief



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CONTACT US

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WOMEN + AUTOSPORTS

HORSEPOWER *And* HEELS



Celebrating, Promoting and Supporting Women in Motorsports and Automotive



WWW.HORSEPOWERANDHEELS.COM

HORSEPOWER & HEELS™ has been celebrating, promoting and supporting female racers and all women in automotive and motorsports since 2005. Our passion and mission is to lead and inspire young women interested in pursuing their dreams in the male-dominated automotive and racing industries.



7.8K



11.1K



2.4K



5.7K

FEATURES

In-depth and inspiring features on women in motorsports including female drivers, crewmembers and professionals in the industry.

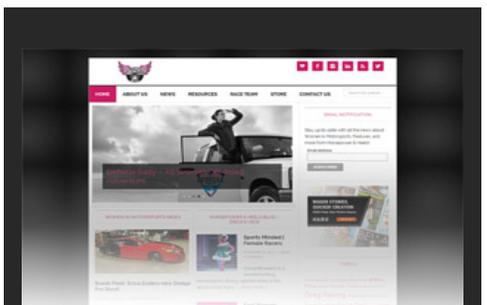
NEWS | RESULTS

All of the latest news and race results from women in motorsports. Not just the novelty side of women in racing, but performance-based reporting that highlight their successes and struggles.

RESOURCES

Career development, personal tips, book reviews, technical knowledge written to help aid and connect women pursuing motorsports.

Editor-in-Chief, Erica Ortiz is a 16 year drag racing veteran and passionate advocate for women in motorsports.



MONTHLY STATS

(updated December 2015)

SESSIONS: 12,670
UNIQUE VISITORS: 10,861
PAGE VIEWS: 26,316

EMAIL SUBSCRIBERS: 420

SOURCE: GOOGLE
ANALYTICS

TOTAL COMBUSTION

Horsepower & Heels Media believes that your marketing plan needs to run like a **WELL-TUNED ENGINE**. Our goal is to make it a **POWERFUL ENGINE** that not only **BURNS EFFICIENTLY**, but delivers total combustion to **PROPEL** your business to new heights.



1

EDITORIAL

We have developed a growing selection of **AUTOSPORT NICHE PLATFORMS** that deliver compelling and informative content to loyal and enthusiastic readerships. Each of these online publications cater to the needs of an under-served specialized niche.

2

DIGITAL ADVERTISING

Traditional **DIGITAL DISPLAY ADS** position your business in front of thousands of readers each month on targeted Horsepower & Heels Media platforms, re-enforcing your brand and image in the market.

3

SOCIAL NETWORKING

Leverage our expansive social reach and connect with potential customers on Facebook, Google+, Twitter, LinkedIn, Pinterest and Instagram. An in-depth **SOCIAL MEDIA MANAGEMENT** program will build relationships and engagement.

4

WEBSITE MANAGEMENT

Struggle with keeping your website up to date, adding fresh content for your customers? Our staff is well-versed on **WEBSITE ADMINISTRATION** for content creation and management across a wide variety of CMS platforms - Wordpress, Joomla, Umbraco, and Drupal.

5

EMAIL MARKETING

Take advantage of our **DIGITAL MAIL** program to reach out to new audiences, or allow us to develop a program that grows your own list. Email marketing keeps your business and products top-of-mind for consumers.

6

MEDIA MANAGEMENT

With extensive experience in **MEDIA RELATIONS**, allow our team to craft and deliver your message to the media. We provide press releases, story pitch, media tracking, press conferences, and more.

7

EVENT MANAGEMENT

From trade show coordination to public mixers, our staff can handle all your **EVENT MANAGEMENT** - from planning to execution. We help you put your best foot forward and host a memorable event.

8

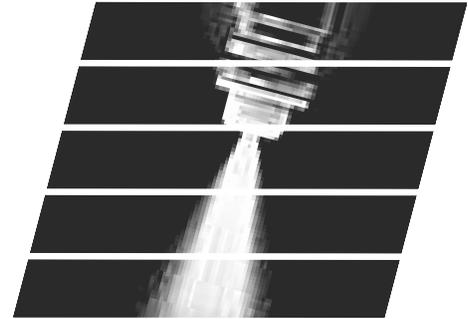
PRODUCT PLACEMENT

From in-depth product installations, reviews, tutorials, and testing, our connections placing your products with the perfect **BRAND AMBASSADORS** will yield exposure and endorsements by some of the industry leaders.

2016

SPECS *And* SUBMISSION

DISPLAY ADVERTISING AND MULTIMEDIA



TITLE BANNER / LEADERBOARD

728 x 90

TITLE BANNER is an exclusive, fixed high-profile position that features 1 ad in the title bar on all pages loaded.
LEADERBOARD ads feature homepage positioning and rotate up to max. 3 ads/advertisers.
NEWSLETTER ad is an exclusive, fixed position featuring 1 ad/advertiser.

**WIDE
SKYSCRAPER**
160 x 600

WIDE SKYSCRAPER ads feature two site-wide sidebar positions, rotating up to max 3 ads / advertisers in each position.

**VERTICAL
BANNER**
120 x 240

VERTICAL BANNER ads feature two site-wide sidebar positions, rotating up to max 3 ads / advertisers in each position.

SMALL RECTANGLE
300 x 100

SMALL RECTANGLE ads feature two site-wide sidebar positions, rotating up to 2 ads/advertisers in each position.

MEDIUM RECTANGLE
300 x 250

MEDIUM RECTANGLE ads feature two site-wide sidebar positions, rotating up to 3 ads/advertisers in each position.

NEWSLETTER ads feature two exclusive positions displaying 1 ad/advertiser in each position.

BUTTON
120 x 120

BUTTON ads feature a low-cost grid of four site-wide sidebar positions, rotating up to max. 2 ads/advertisers per position.

AFTER ARTICLE MEGA

550 x 250

AFTER ARTICLE MEGA ads display at the end of each individual article, rotating up to max. 2 ads/advertisers.

FULL PAGE / EMAIL EXCLUSIVE

600 x 500

FULL PAGE ads are exclusive, and display in the content of an individual feature article designed to compliment editorial support articles.

EMAIL EXCLUSIVES are exclusive digital mail features sent 1x/month to the active subscriber base.

DIGITAL PACKAGES

PLATINUM
\$95/mo.

GOLD
\$75/mo.

SILVER
\$55/mo.

BRONZE
\$35/mo.

CHOOSE ANY 4
Available Positions

CHOOSE ANY 3
Available Positions

CHOOSE ANY 2
Available Positions

CHOOSE ANY 1
Available Position

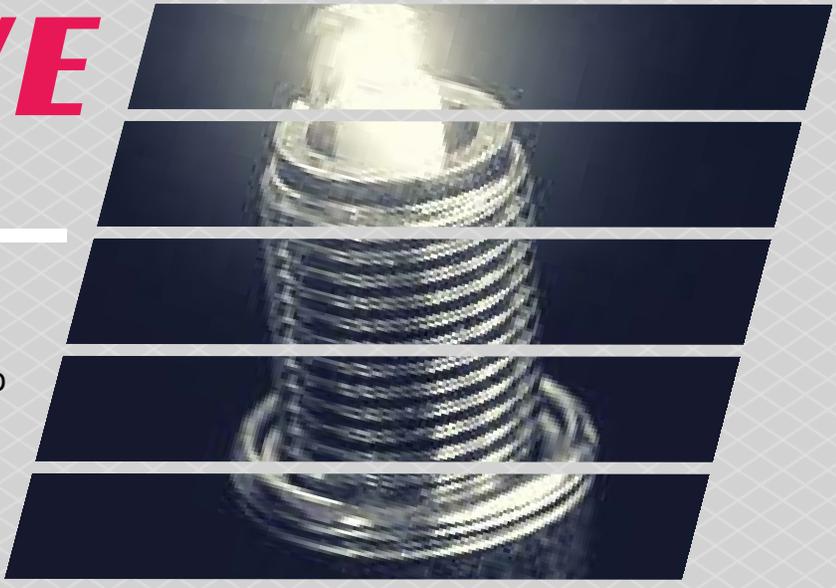
CHOOSE ANY 4 Available Positions	CHOOSE ANY 3 Available Positions	CHOOSE ANY 2 Available Positions	CHOOSE ANY 1 Available Position	
✓				TITLE BANNER
✓	✓			LEADERBOARD
✓	✓	✓		MEDIUM RECTANGLE
✓	✓	✓		WIDE SKYSCRAPER
✓	✓	✓	✓	SMALL RECTANGLE
✓	✓		✓	VERTICAL BANNER
✓	✓	✓	✓	BUTTON
✓	✓			AFTER ARTICLE MEGA
✓	✓			IN-ARTICLE FULL PAGE
✓	✓			NEWSLETTER LEADERBOARD
✓	✓	✓		NEWSLETTER MED. RECTANGLE
✓				EMAIL EXCLUSIVE (FULL PAGE)
✓	✓			SPONSOR LOGO / LISTING
✓	✓	✓		SOCIAL/EDITORIAL SUPPORT

SIGN UP

AND SAVE



CREATIVE SERVICES



Need help with creative solutions?

Let us help **SPARK an IDEA!**

Horsepower & Heels Media can help with **AD DESIGN & CAMPAIGNS, FLYERS/HANDOUTS, INTERNET MARKETING, WEBSITE MANAGEMENT, CONTENT CREATION, PRESS RELEASES** and so much more!

GRAPHIC DESIGN

Our team can oversee all **CREATIVE DESIGN** for all of your print and online needs. Let us plan and coordinate a seamless campaign that matches your branding and drives results for your advertising goals. Our seasoned team handles the work for all your creative needs.

SALES COLLATERAL

Need help creating effective **SALES COLLATERAL** that accurately represents your products? Our team can help craft catalogs, sales flyers, brochures, data sheets, and more. From technical writing and editing to design and printing, we have you covered!

VIDEO PRODUCTION

Video is a critical component in today's digital world. From creative concept, story boarding, scripting, and execution, our staff can plan and coordinate **PROFESSIONAL VIDEO PRODUCTION** services for your next big video project.

INTERNET MARKETING

Struggle with keeping your website up to date, adding fresh content for your customers? Our staff is well-versed on **WEBSITE ADMINISTRATION** for content creation, search engine optimization (SEO), conversion analysis, targeting and other web-based campaigns across a wide variety of CMS platforms - Wordpress, Joomla, Umbraco, and Drupal.



BRAND AMBASSADORS

Leverage our professional connections with reliable and beneficial brand ambassador partnerships.



HORSEPOWER & HEELS MEDIA has a well developed network of professionals in a wide variety of disciplines and geographic locations. These connections allow us to help create opportunities and mutually beneficial partnerships to assist you in your business initiatives and marketing goals.

Let us connect you with your perfect-match reliable and influential **BRAND AMBASSADOR** that will help to deliver your message to a much wider audience.

PRODUCT PLACEMENT

Need help introducing a new product, development on a new offering or editorial reviews? **We can help place your product with the right ambassador and application.** From builds/installs, beta testing and reviews, we connect, coordinate and document the right product placement for your goals.

PROFESSIONAL IMAGERY

Need help arranging photo shoots and producing high-quality imagery? Our team can arrange properly composed and lit professional imagery for products, subject and lifestyle imagery. Our network connects with unique models, locations, applications, and more.

SPONSORSHIP

Allow us to help coordinate your Marketing Partnerships by connecting and managing your **Sponsorship Activation**. We help manage and ensure that your sponsorship dollars see a lucrative return on investment on the marketing program.



EVENTS / APPEARANCES

Help drive business and traffic to your event with special event/appearance programs. From tradeshow demo support, event appearances, and more, we can help connect you with the right partner to make your **EVENT MARKETING** a success.

FOCUS GROUPS/SURVEYING

Need the help of a focus group to steer upcoming business decisions or to gather feedback on existing practices? We can identify and conduct **third-party focus group feedback and polling** to assist with data and customer satisfaction.

CONTACT US

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