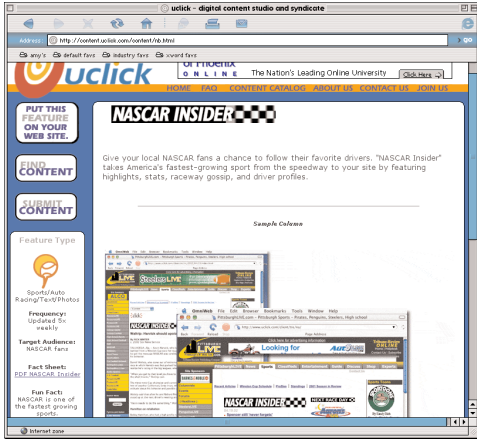


NASCAR Insider

demo url <http://content.uclick.com/content/nb.html>



NASCAR is the fastest-growing spectator sport in the U.S. Sellout after sellout crowd greets the hotshot drivers of stock car racing, packing hi-tech superspeedway stadiums that seat more than 100,000 fans. Numerous states host NASCAR events, and an exhibition race was held a couple seasons ago in Tokyo. And if fans can't make it to the track, they rarely have trouble finding a race on TV. Networks are hot on NASCAR, because its wide viewership attracts big advertising money.

With all the flashy cars, big money and racing excitement, it's no wonder more than 50 newspapers cover the sport on a regular basis. Editors place their resources behind NASCAR coverage because they know it's what readers want – and what sells papers.

NASCAR Insider takes America's fastest-growing sport from the speedway to your site by featuring highlights, stats, raceway gossip and driver profiles.

feature type

text/Driver Profile photos

frequency

5 to 7x weekly

delivery methods

FTP, UClick®

target audience

NASCAR fans

Feature Highlights:

- **Daily articles:** Top stories featuring NASCAR news and gossip, updated 5 to 7 days each week
- **Season Schedule:** Lists all the races for the coming season
- **Current Standings:** Lists the ten frontrunners for the Winston Cup this season
- **Season in Review:** A handy reference tool that shows who won each race in the previous season
- **Driver Profiles:** Bios and trivia about all of today's major NASCAR racers

NASCAR INSIDER 



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