



Advertising Guide And Ad Rate Card

Version 1.2

*Getting The Most From Advertising
On JustRacing.com*

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1 JustTarget – The JustRacing Ad Mechanism

The JustTarget Advertising System allows you, a vendor of motorsports-related parts and services, to advertise to people who can use your products while avoiding the expense of delivering ads to people who can't. By transforming the advertising process into a stream of relevant and interesting product and service announcements to passionate motorsports enthusiasts, JustTarget ensures that JustRacing.com members view advertising content as a user benefit and not an annoying distraction.

2 Ad HTML Design Requirements

JustTarget ads are composed of normal HTML with several minor differences (detailed below). Structurally, ads are composed of two sections:

- **Ad Banner.** The ad banner is the portion of the ad displayed on JustRacing.com site pages and acts as the teaser or hook into your advertisement.
- **Ad Body.** The ad body is the advertisement itself, in all of its interactive, HTML-based glory.

2.1 Ad Banner

The ad banner is composed of a graphic and ad description text. The format is as follows:

- **Image:** up to 70x70 JPEG/TIF/PNG/GIF (JPEG and PNG will be scaled if over 70x70 pixels) This image is used to attract attention to your banner. JustRacing recommends you choose something eye-catching and relevant to your company or your advertisement.
- **Text:** 80 characters of descriptive text designed to attract the attention of JustRacing users and persuade them to click on the banner to see the full ad. The use of keywords such as "Sale!," "New!," etc, are encouraged.

These banners will be displayed sequentially for JustRacing users as they navigate around the site. *Another ad banner will never be displayed while a user is viewing your ad.* In this case, they will see a generic banner.

2.2 Ad Body

The ad body is the heart of your JustTarget ad. It is a fully-fledged HTML advertisement, complete with active links and all of the HTML formatting capability available on a traditional web page, subject to the following exceptions:

- **No <html> or <body> tags.** The JustTarget system does on-the-fly integration of the ad HTML into pages being presented to the user, so these tags will be automatically added as appropriate. They should not be included in your ad body.
- **No Javascript.** Javascript is a potential security issue and is currently not allowed in JustTarget ads. We are evaluating partial Javascript support for a future release.
- **Maximum ad width of 700 pixels.** This is to ensure that the ads fits within our site design, preserving a professional look-and-feel for JustRacing users. There is no hard limit on ad length, but please use discretion here. It is more effective to place multiple targeted ads than to build an overly-long ad which encourages ad recipients to move on before reading everything.
- **Links offsite must open in a new window.** This preserves the integrity of JustTarget ads.
- **Links offsite will be rewritten.** The JustTarget ad management system will automatically rewrite links to offsite locations to perform link tracking and to ensure that these links open in a new window. This will be invisible to users clicking on links in your ad and will not affect their experience in any way.
- **Images.** Images should be handled as follows:
 - Embedded images should be referenced by URL (if hosted on a remote server) or local to the ad root (ie not in a subdirectory – “”) if graphics are uploaded along with ad HTML. Acceptable graphics types are JPEG, GIF, PNG, and TIF. Image file names are case-sensitive and must be enclosed in quotes if they include spaces. For example:

```

```

- Uploaded images not embedded in a web page (for example, larger images that are displayed when a thumbnail is clicked) must open in a new window be referenced using an URL of this form:

```
<a href http://www.justracing.com/images/vendors/{vendor-  
login}/{imagename}>
```

For example, where your JustTarget vendor username is “mycompany” and the image file you want to display is “spoiler-big.jpg”:

```
<a href http://www.justracing.com/images/vendors/mycompany/spoiler-big.jpg>
```

3 Ad Rates and Ad Term

The current JustTarget ad rates at JustRacing.com are as follows:

Item	Rate
Normal ad rate	\$0.25 per ad recipient

Affiliate ad rate	\$0.20 per ad recipient
Blanket listing fee	\$50 flat fee

3.1 Normal Ad Rate

This rate applies to ads for businesses which do not prominently display the JustRacing Affiliate Banner on their own web sites.

3.2 Affiliate Ad Rate

This rate applies to ads for business which have chosen to prominently display the JustRacing Affiliate Banner on their own web sites.

Please contact JustRacing Inc. to arrange for the display of the Affiliate Ad Banner and the subsequent discount.

3.3 Blanket Listing Fee

This option presents the ad to guests and other non-logged in users viewing pages at JustRacing.com. These users cannot be targeted in the normal way, so this option will include them in your ad group.

Ads may be specified such that they are received by a targeted group as well as by site guests (ie “all Porsche 911 owners, plus site guests”) by creating a target group and then checking the “Blanket Listing” option.

Ads for which the Blanket Listing fee have been paid are also accessible to logged-in users who click the “Show Generic Ads” link in their My Garage Sale inbox.

3.4 Ad Term

All ads run for a term of 10 days.

4 Ad Design and Targeting Suggestions

JustRacing recommends the following techniques to maximize the return on JustTarget ads.

4.1 Target Ads Carefully and Narrowly

The more relevant the ad is to the recipient, the more likely they are to read and act upon it. JustTarget provides an incredibly rich mechanism for targeting ads to JustRacing.com members based upon what they do with their motorsports hobby. Take advantage of it to make your ads a conduit for interesting information and the user will look forward to receiving more of your ads in the future.

By targeting ads too widely, the ads will be received by users who are fundamentally not in the market for those specific good and services (for example, Porsche suspension parts ads received by someone who only owns Hondas). This serves to dilute the value of the JustTarget advertising stream and has long-term negative effects on the advertising process.

4.2 Design Ads As You Would For Printed Media

Follow the ad design rules for print ads, yet make them dynamic by integrating links and animated graphics where appropriate.

Print ads, by their very static nature, are designed to be eye-catching and present their message quickly. By following these design rules but also taking advantage of the dynamic nature of HTML, you can create ads that will capture the attention of JustRacing users.

4.3 Show As Well As Tell

Use images to good effect in your ads. Display the products you are advertising. Animated GIFs can be used sparingly to show multiple views of a product and to provide some dynamics to a static ad.

Where possible, show the product in action. This suggests to the ad recipient how the product can benefit them.

5 Ad Design Services

JustRacing Inc. has partnered with design house PercyDesign to provide ad creation services to JustRacing Advertising Partners.

PercyDesign can be reached at:

PercyDesign
7950 Dublin Boulevard
Suite 103
Dublin, CA 94568

(925) 215-3547 voice
(925) 886-8714 fax
info@percydesign.com
www.percydesign.com

6 Contacting JustRacing

Contact JustRacing with any questions:

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