

1TM Auto Racing Fan Multi-Channel Marketing Database

One of the most comprehensive targeting tools to reach consumers who are NASCAR or INDY racing fans.

11,012,093	NASCAR ENTHUSIAST	\$65.00/M
1,769,736	NASCAR MERCHANDISE BUYER	\$65.00/M
1,016,569	NASCAR RACE ATTENDEE	\$65.00/M
3,168,990	INDY RACING (IRL RACING) ENTHUSIAST	\$65.00/M
678,009	INDY RACING MERCHANDISE BUYER	\$65.00/M
224,969	INDY RACE ATTENDEE	\$65.00/M
	POSTAL- CALL FOR COUNTS & PRICING	

Options Media's Industry-leading 1TM Auto Racing Fan Multi-Channel Marketing Database is a compiled database of motivated consumers who follow auto racing and are buyers of auto racing products. It is sourced from our vast network of permission-based websites and is updated monthly. Our subscribers have specifically requested to receive promotions and offers on specific areas of interest.

We get your message to the right audience!

Targeted campaigns are the key to successful online results. Our lists are enhanced with all the key demographics and lifestyle selects to get your offer to the most responsive consumers.

Options Media's 1TM Database offers 700 different data selections. Please inquire about our full range of available targeting criteria including:

Indy/IRL Enthusiast
 Indy Merchandise Buyer
 Indy Race Attendee
 NASCAR Enthusiast
 NASCAR merchandise buyer
 NASCAR race attendee

Options Media and its subsidiary, 1Touch Marketing, offer precision digital and direct marketing solutions including email marketing, sms/mobile marketing, and lead generation.

Pricing Information

\$65/M Email

Minimum order \$1000.00
 30, 60 and 90-day Hotlines are available please inquire for quote.

Postal & sms: Call for Pricing

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Available selects include:

Hhld Credit	\$10/M
Hhld Income	\$10/M
Interest & Lifestyle	\$10/M
Age	\$10/M
Ethnicity/Race	\$10/M
Language Preference	\$10/M
Marital Status	\$10/M
Presence Children	\$10/M
Presence of Senior	\$10/M
Own/Rent	\$10/M
Education Level	\$10/M
Geo Location	\$10/M

Broadcasting and tracking reports are included in CPM price.

Hosting \$50Flat
 Creative services available please inquire.

Standard Broker Commission 20%

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