



ARE YOU EFFECTIVELY REACHING OUT TO OUR TRAVELING FANS!

Hello:

Your business listing on the "While You're Here" page of www.EldoraSpeedway.com is a valuable resource used by the thousands of race fans that flock to Eldora Speedway throughout the year. It brings to their attention many important tools –

- * places to spend the night * places to eat * places to shop and visit* things to do in the area

Needless to say, it has become a popular and welcomed page by the travelers. To back that up, this year's web statistics verify that over 975,000 readers had visited the site in 2011, with over 8,000,000 page views.

The "While You're Here Page" is a very popular destination on www.EldoraSpeedway.com – for instance, during the week prior to our Prelude and Dirt Late Model week in 2011, 7,480 people had viewed that page.

We are currently developing a mobile app of the website to make the site more user-friendly on today's smart phone. When completed, it will include the "While You're Here" page as a vital resource; offering you increased traffic and exposure.

We invite you to personally visit www.EldoraSpeedway.com and review the listings within the "While You're Here" section. The one-time fee of \$50 for the 2012 calendar year is affordable and cost-effective. As an added feature, we can link directions to your address. We ask that you keep the verbiage to a minimum; due to space restrictions we may have to edit your listing and refer the fans to your website for additional information.

Website marketing has statistically proven itself to be a successful advertising campaign. As such, don't miss out on this inexpensive opportunity to reach out to information hungry race fans.

And, to further enhance your marketing presence at Eldora Speedway, we welcome the opportunity to discuss various sponsorship packages that can be easily customized to meet your available budget. Items of interest might include Billboard Advertising, Company Night at the Races, News Program Advertising and Event Sponsorships. Just give us a call.

----- CLIP AND RETURN -----

ELDORA SPEEDWAY 13929 SR 118 NEW WESTON, OH 45348

I have enclosed \$50 to be listed on your site as: motel restaurant other(_____)

BUSINESS NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

TELEPHONE #: (____) _____

WEBSITE ADDRESS: _____

notes/info: