

GeneTravels.com Advertising Guidelines & Rates for Camping & Tailgating Groups

Thank you for your interest in advertising in our network of Camping & Tailgating Groups. Our groups, founded in 2020, are a popular resource for Facebook members Camping & Tailgating at racetracks around North America.

Our member base, of more than 52,000 users, participates in our groups to answer other members' questions, share their race weekend fun, tips, tricks, show of their campsites, temporary bars, kitchens and more. While our groups are most active during a 4-to-6-week period around that weekends race, group activity does occur during other event weekends at the tracks.

Here are some base guidelines and pricing for group advertising.

- Any service/product offered must be related to the group's purpose and/or be a benefit to the members.
- Pricing for the service/product must be clear in the post.
- Advertisers are allowed 1 post, or post "bump" per week during the 4-week advertising period.
- Advertisers are not allowed to directly contact members via DM unless requested by the member.
- Advertiser posts remain in the group for the 2024 season but will be locked and no bumps or new posts allowed outside the 4-week advertising period.

Group Size	Rate*
under 100	10
101-1000	20
1001-2500	40
2501-5000	60
5001-10000	80
10000-15000	100
15001-20000	140
20001-25000	180
25001+	Custom

*Rate is per race weekend (or 4-week period) in US Dollars

**Advertising Period is 4 weeks – typically 2 weeks pre and 2 weeks post-race weekend

We encourage advertisers to offer a one-time or recurring discount to group members for the service/product offered.

Your advertising dollars are put to good use, with 50% of all advertising dollars raised donated to the NASCAR Foundation. We encourage our advertisers to donate to the NASCAR Foundation from any sales you may make from group members.

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Disclaimers:


- Advertiser guidelines are subject to change, modification, or removal.
- Pricing noted is subject to change or modification.
- Pricing per group does increase with group growth.
- Pricing is guaranteed with an executed contract.
- Custom pricing and multi-group pricing are available upon request.
- Exceptions for advertisers and/or non-profits are available on a case-by-case basis.
- Additional groups and market segments are available.
- Representatives of GeneTravels.com are the only parties authorized to offer advertising in the groups and collect payment for advertising in the groups.

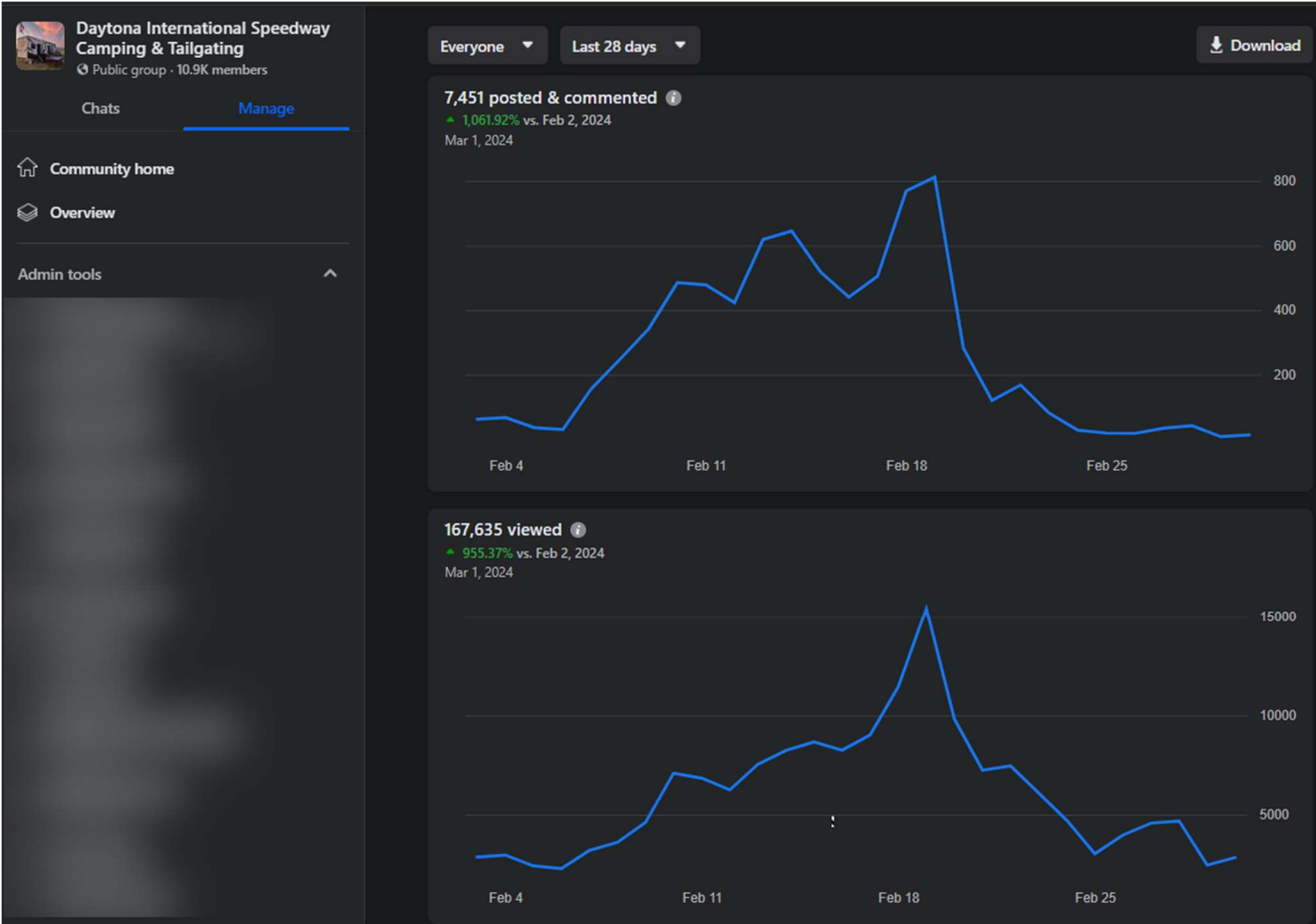
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genetravels.com // info@genetravels.com // 203-364-4805

GeneTravels.com Advertising Guidelines & Rates for Camping & Tailgating Groups

 **Daytona International Speedway
Camping & Tailgating**
Public group · 10.9K members




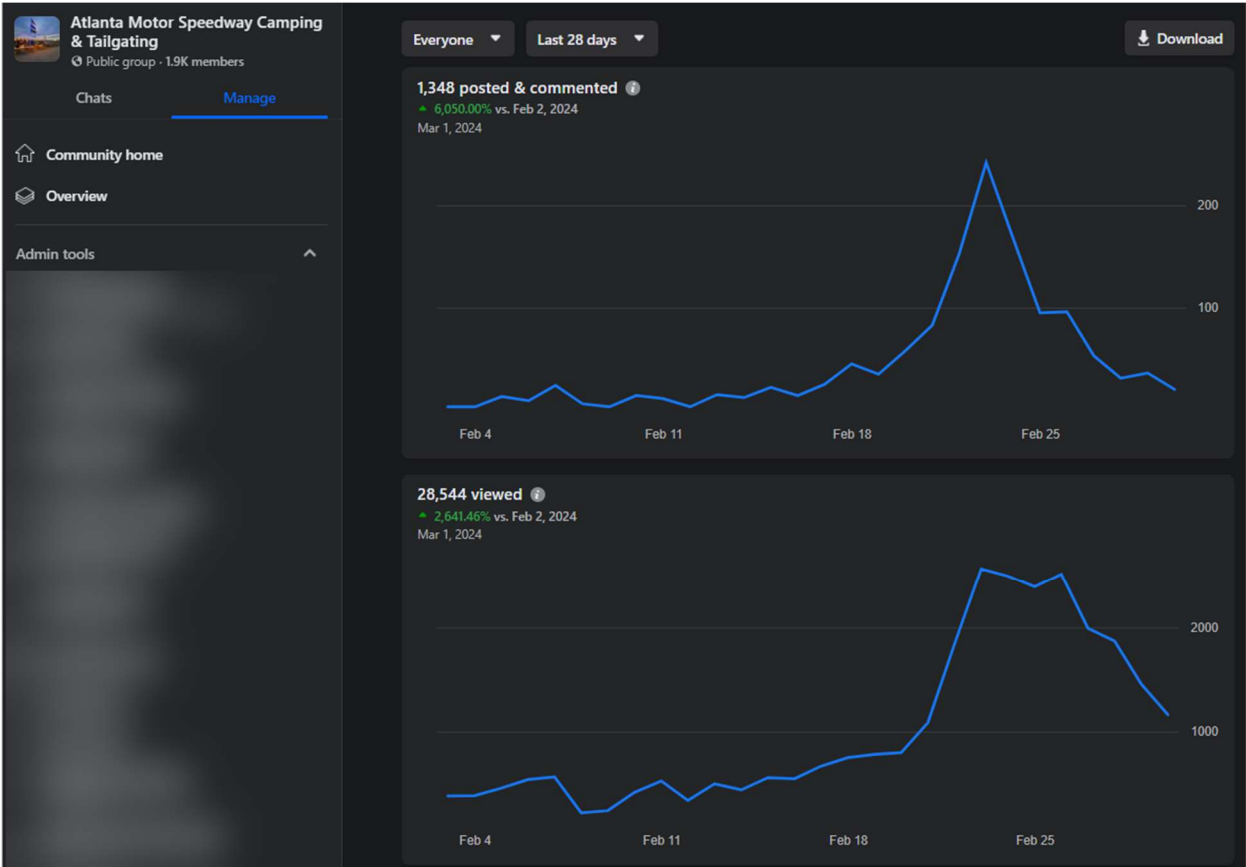
7,451 posted & commented ⓘ
▲ 1,061.92% vs. Feb 2, 2024
Mar 1, 2024

167,635 viewed ⓘ
▲ 955.37% vs. Feb 2, 2024
Mar 1, 2024

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 **Atlanta Motor Speedway Camping & Tailgating**
Public group · 1.9K members

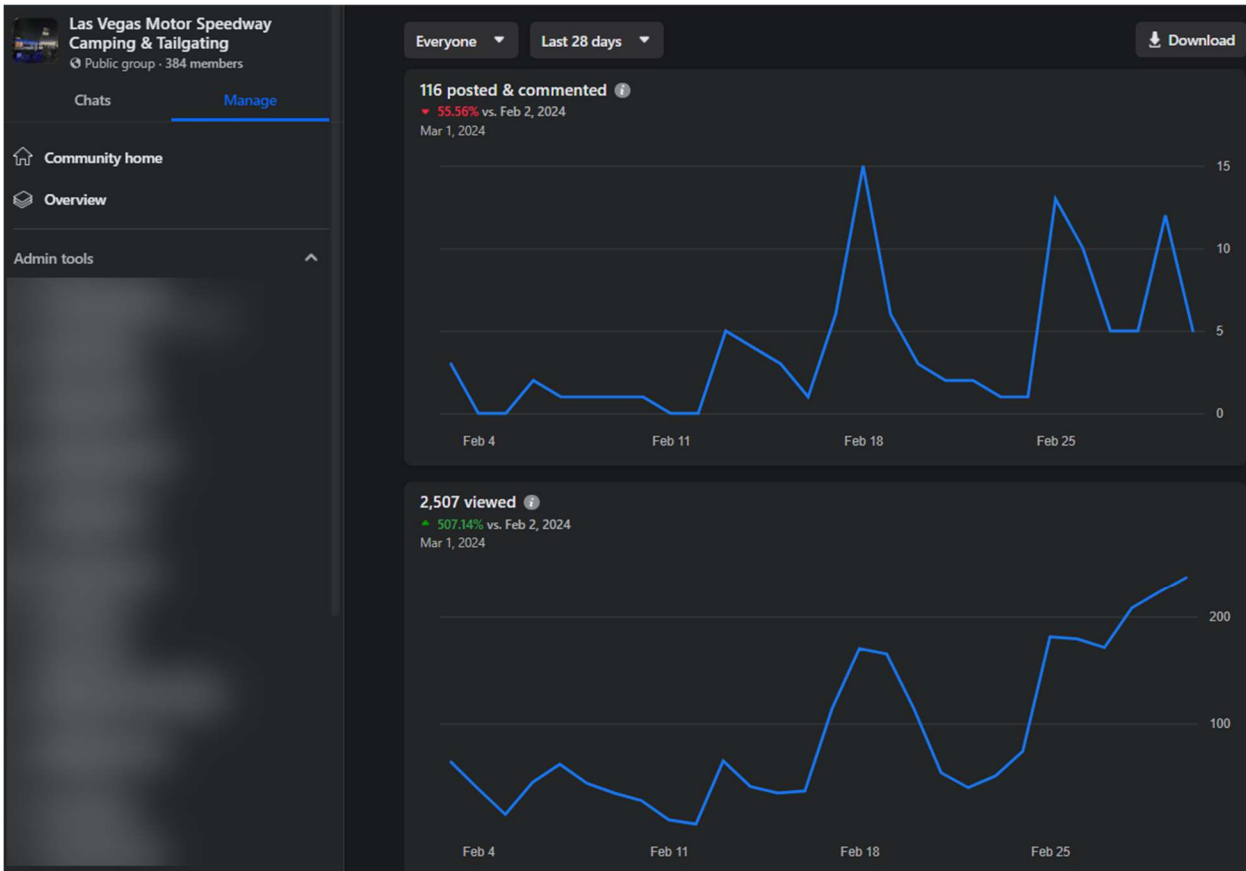
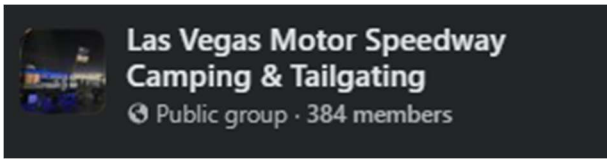


1,348 posted & commented
▲ 6,050.00% vs. Feb 2, 2024
Mar 1, 2024

28,544 viewed
▲ 2,641.46% vs. Feb 2, 2024
Mar 1, 2024

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116 posted & commented ⓘ
▼ 55.56% vs. Feb 2, 2024
Mar 1, 2024

2,507 viewed ⓘ
▲ 507.14% vs. Feb 2, 2024
Mar 1, 2024

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Group Member Count and Advertising Rate effective March 1, 2024
Pricing Valid Through March 15, 2024 (in US Dollars)

Group Name	Members	Visitors	Total	Rate*
Daytona International Speedway Camping & Tailgating	10726	3229	13955	100
Talladega Superspeedway Camping & Tailgating	8983	1320	10303	100
New Hampshire Motor Speedway Camping & Tailgating	4217	1417	5634	80
Watkins Glen International Camping & Tailgating	3033	424	3457	60
North Wilkesboro Camping & Tailgating	3180	201	3381	60
Pocono Raceway Camping and Tailgating	2828	0	2828	60
Atlanta Motor Speedway Camping & Tailgating	1791	326	2117	40
Phoenix Raceway Camping & Tailgating	1772	192	1964	40
Charlotte Motor Speedway Camping & Tailgating	1522	138	1660	40
Darlington Raceway Camping & Tailgating	1499	150	1649	40
Bristol Motor Speedway Camping & Tailgating	1501	0	1501	40
Eldora Speedway Camping & Tailgating	1433	0	1433	40
Michigan International Speedway Camping & Tailgating	749	57	806	20
Dover Motor Speedway Camping & Tailgating	667	0	667	20
Las Vegas Motor Speedway Camping & Tailgating	369	164	533	20
Martinsville Speedway Camping & Tailgating	444	34	478	20
kansas speedway camping and tailgating	384	92	476	20
Nashville Superspeedway Camping & Tailgating	277	41	318	20
Texas Motor Speedway Camping & Tailgating	252	0	252	20
World Wide Technology Raceway Camping & Tailgating	166	0	166	20
Auto Club Speedway Camping & Tailgating	152	10	162	20
Stafford Motor Speedway Camping & Tailgating	140	12	152	20
Richmond International Raceway Camping & Tailgating	108	0	108	20
Homestead Miami Speedway Camping & Tailgating	95	0	95	10
Iowa Speedway Camping & Tailgating	74	0	74	10
Indianapolis Motor Speedway Camping & Tailgating	71	0	71	10
Camping & Tailgating Vetted Member Exchange	30	0	30	10
COTA Camping & Tailgating	29	17	46	10
Sonoma Raceway Camping & Tailgating	28	0	28	10
Road America Camping & Tailgating	13	0	13	10
Canadian Tire Motorsports Park Camping & Tailgating	6	0	6	10
Mid-Ohio Sports Car Course Camping & Tailgating	5	0	5	10
	46544	7824	54368	
Affiliated Groups	Members	Visitors	Total	Rate*
NASCAR Camping & Tailgating	20853	0	20853	By Quote
NASAR Tickets - Buy Sell Trade	3248		3248	By Quote

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