



Advertising with RaceDayCT.com is more than just placing an ad on a web site. It is joining forces with cutting edge, timely auto racing news at every turn and being in view of thousands of consumers looking to each page every day for up to date news on their favorite sport twelve months of the year.

Partnering with RaceDayCT is becoming part of a website that caters to one of the most dedicated groups of sports fans not only in Connecticut and New England, but beyond.

Unparalleled Experience

The foundation below RaceDayCT is something any advertiser can be proud of. The site is overseen fully by former Hartford Courant sports reporter Shawn Courchesne. Shawn brings to the table more than 20 years of covering motorsports, that includes covering the sport full-time for 16 years for the nation's longest continually published newspaper, The Hartford Courant, before launching RaceDayCT in June 2012.

Over 19 years as a sports reporter at the Hartford Courant, Shawn worked for a sports department that was regularly recognized as one of the best in the country. During his time at the Courant Shawn served numerous roles, he was the paper's UConn football beat writer, he served as the department's first web reporter and first online video producer, he was a valued and award winning feature writer and long contributed to work with The Courant's top sports beats.



Over the years Shawn garnered numerous awards for his writing for the The Courant, along the way covering everything from Major League Baseball, the National Football League and world

championship boxing to professional bull riding, water skiing and high school sports of all sorts.

It is not only the years of journalistic experience that Shawn brings to RaceDayCT, but the relationships, reputation, and respect from drivers, fans, track owners, vendors, and NASCAR officials that cannot be compared at the local level with any other reporter or media outlet focused in this area. That is what has made RaceDayCT so successful in such a short period of time.

Shawn brings traditional reporting, social media, and opinion to multiple local race tracks and divisions including Thompson Motor Speedway, Stafford Motor Speedway, the New London-Waterford Speedbowl, and New Hampshire Motor Speedway and the respective series' they host. Shawn has the niche on auto racing coverage in Connecticut and southern New England covered fully.

Partnerships

At RaceDayCT we want to create more than just a deal between publisher and advertiser. RaceDayCT wants to build relationships.

At RaceDayCT your company will be more than just one in a lineup of banner ads linking to your website. RaceDayCT will allow you to open up your advertising in all new ways through formats far more interactive and exposing than through print publications or typical websites.



And that reach will go beyond just the website and follow through with advertising that will take advantage of RaceDayCT's fully integrated use of exposure through all top social media formats.

In less than four years of existence the RaceDayCT foundation has already been built strong. The website averages about 40,000 unique visitors monthly with an average of more than 165,000 page views each month. Those involved directly in the sport look toward the website as the No. 1 source for racing news and opinion locally.

Since its inception RaceDayCT has garnered attention from numerous well known national media outlets including ESPN, NASCAR.com, Sirius NASCAR Radio and the Motor Racing Network, and has been recognized by numerous local television stations and the Hartford Courant as the leading news source for motorsports locally.

Ad Recognition

What about finding a group of consumers that specifically gravitate toward companies that make an effort to advertise in some capacity within the sport they follow?

Studies have shown that NASCAR fans and racing fans in general are more loyal to the companies involved in advertising within the sport than in any other sport. Through RaceDayCT you can expose your company to that loyal group each and every day.



Beyond the standard banner ads, RaceDayCT offers a front page “Advertiser Spotlight” section. It’s something that allows advertisers to offer a view of their company or product that goes far beyond just a simple banner ad.

And at RaceDayCT we have the plan for your company no matter the level of commitment you desire. We’ll find a way to make your budget work and get racing fans looking to your company for their needs.

Finally, local advertisers have an option for marketing within a sphere of influence that cannot be compared with any other: the web site, the name, the fans and your business in the headlines.

RaceDayCT will not only place your advertisement on this web site but will work with you throughout the entire sales contract to provide coverage for your business that meets the needs of your company. This may include advertising special events or utilizing advertising in unique and agreed upon ways.

With Shawn Courchesne and RaceDayCT you can expect the following core uncompromised operating principals:

- Integrity, honest reporting and unbiased coverage
- A consistently fresh site that prides itself of its timeliness
- Quality work
- Dedication to advertisers and their needs and desires

We look forward to partnering with you.

Contact RaceDayCT at: shawncourchesne@gmail.com

