



Quickly Target Vehicle Enthusiasts through a Variety of Online Advertising Formats

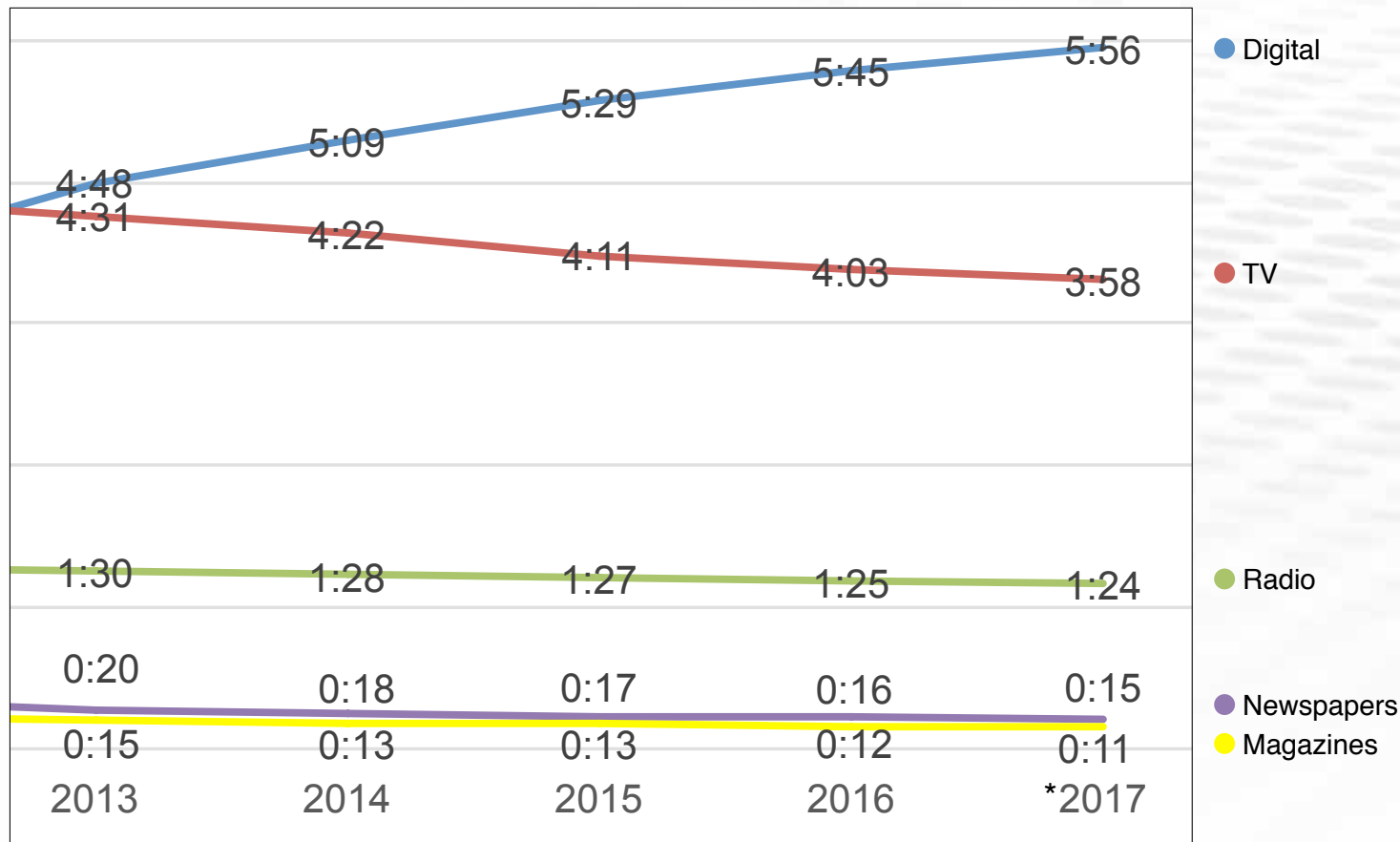
MEDIA USAGE TRENDS

Your Customers are Spending More Time Online



- Digital accounts for more daily media time than TV and 32x that of magazines.
- Over 38% of total advertising spending in 2017 will be digital (TV 36%, Magazines 6.4%).
- Online should be a major part of your marketing mix.

Average Daily Time Spent Per Day with Major Media by US Adults (hrs:mins)



Source: eMarketer

* 2017 Predicted

Why Companies Advertise ONLINE

84% of US Adults use the internet. Those with higher income and college education nearly at 100%.

US Adults spent 48% of their major media time with digital devices in 2016, up 149% vs 2011.

Average time spent daily with media in 2016:

Digital 5:45 hours

TV 4:03 hours

Radio 1:25 hrs

Newspapers 0:16 mins

Magazines 0:12 mins

Advertisers only pay for guaranteed ad views (impressions) and are able to precisely measure results.

Online ads are extremely targeted. Ads appear alongside relevant content to vehicle enthusiasts in your geographic markets.

ABOUT US: **FOCUS**

One-Stop Solution to Target Vehicle Markets



Advertisers

We help you locate and manage complicated online advertising campaigns across multiple sites. Our “one-stop” solution will save you time and money through multiple and creative advertising options.

Our Business

Founded in 2009, we partner with high-quality and targeted websites, selling a variety of online advertising formats. Our systems allow us to work with hundreds of sites in an unbiased manner, ensuring advertising performance is our top-priority.

Why Digital Throttle?

We focus only on vehicle and motorsports sites. And we know your business - our entire team has decades of industry experience. Clients love our focus on niche markets while using a large and robust technology platform.



ATV & UTV SITES

Sites focused on ATV & UTV enthusiasts with an emphasis on recreation. Also a great target for truck owners.



AUTO ENTHUSIASTS

Muscle cars, performance, tuner & vehicle-specific sites. Also includes restoration, collector & muscle car sites.



BOATING ENTHUSIASTS

Sites to reach both the avid waterman and casual boater. Reach sites of all styles, from power and sail to PWC.



DIRT BIKE

Sites focus on off-road, motocross & dual-sport motorcycles. Also includes extensive racing & event coverage.



STREET TRUCK & SUV

Light duty truck & sport utility vehicle sites. Sites for towing, diesel trucks, & customized street truck/SUVs.



4X4 & OFF-ROAD

Serious off-road & 4X4 sites. Features Jeep-specific sites, rock crawling, desert racing & community sites.



MOTORSPORTS

Sites for the professional & amateur racer. Covers all types of vehicle racing: drag, dirt, oval, motorcycle, & off-road.



SNOWMOBILE SITES

Snowmobile riders & outdoor enthusiasts. Features all makes and various outdoor riding reference sites.



STREET MOTORCYCLE

Sites for the street motorcycle rider, racer & racing enthusiast. Sites covering the full range of sportbike, touring & cruisers.



OUTDOOR

Owners of Truck and SUVs visiting hunting, fishing, camping and shooting websites. Reach the active outdoor enthusiast.

Site Examples

Hemmings

CycleNews

ZERO TO 60 TIMES

POWERNATION. vurbmoto^v

www.StangNet.com

EXPEDITION PORTAL

THUNDER TALK



MRN
MOTOR RACING NETWORK



UTV
GUIDE.NET

Classic Cars
CDJR

visor
DOWN



OUR TARGET AUDIENCE

Reach Enthusiasts and DIY Male Audience

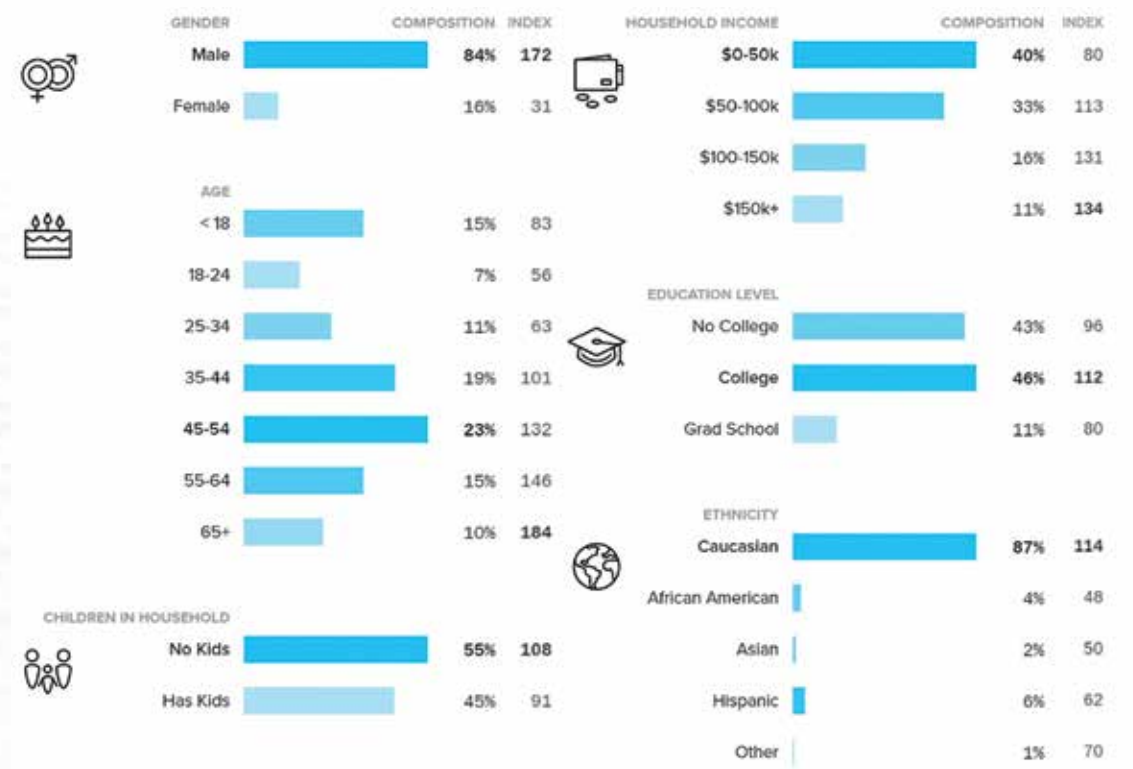


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Sample of Advertising Clients



Demographic



INTERESTS (index)

Auto-Vehicle Interest 32.6x
 Home/Garden Interest 3.1x
 Food & Drink 2.8x
 Leisure & Hobbies 2.4x
 NASCAR 1.45x

OUTDOOR RECREATION (index)

Powered Sports Vehicles 3.24x
 Other Outdoor Recreation 1.97x
 Outdoor Enthusiasts 1.43
 Camping Equipment 1.25x
 Hunting/Fishing Equipment 1.23x
 Sporting Goods 1.08x

index = “Composition Index”
 100 is average and amounts over
 100 indicate larger than average
 compared to the typical website.

Source: Quantcast as of Aug 2016



ADVERTISING OPTIONS

Multiple Formats to Match Your Goals



Site Examples

CycleNews



Hemmings

POWERNATION.



vurbmoto



MCN



RIDE APART

TopSpeed

MRN
MOTOR RACING NETWORK



The screenshot shows the CycleNews website with several advertising opportunities highlighted:

- High Impact:** A large banner on the left side of the page featuring a motorcycle and the text "THE ALL-NEW LOW RIDER'S".
- Display Banners:** A red box points to a banner for "HONDA Financial Services" located in the top right section of the website.
- Native:** A red box points to a "SPONSORED CONTENT" section featuring a video of a white pickup truck with a toolbox, titled "Toolbox, Meet Pickup Truck: Watch what happens next."
- Video Pre-Roll Video Outstream:** A red box points to a video player on the right side of the page, showing a motorcycle and the text "OWN IT FIND OUT HOW".

Facebook®

The screenshot shows a Facebook post from "OffRoadVideos.net" with the following content:

- Post Type:** Sponsored
- Text:** "Jeep® replacement soft top works with your factory hardware for a cost-efficient option to replace your worn-out original Jeep top."
- Image:** A red Jeep Wrangler with a soft top installed.
- Caption:** "Bestop Replace-A-Top New soft top saves time & m... Learn More"
- Website:** www.bestop.com

DISPLAY BANNER ADVERTISING

Supply Your Own Ads or We Can Design For You



Examples of Ads We've Designed for Clients:

1

2

3

4

5

6

7

8

9

Banners are displayed in these four sizes.

KEYWORD TARGETING

Place Your Ads Near Relevant Content



Our Keyword Targeting places your ads on web pages with a strong concentration of relevant words and phrases on targeted sites.



Vehicle Make



Vehicle Model



Vehicle Type



Part Family

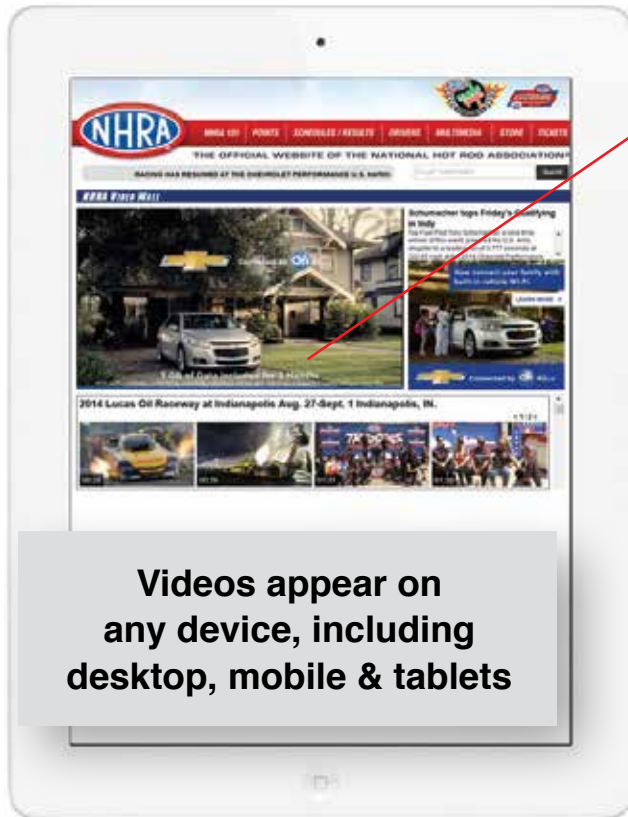


“Keyword targeting allowed us to zero-in on very specific pages for our product launch”

Our system looks for “clusters” of keywords and ranks pages based on matches to our proprietary Keyword Segments

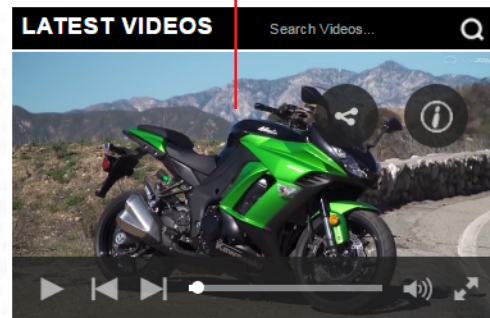
VIDEO ADVERTISING

Pre-Roll and Outstream Advertising for :15 & :30 Spots

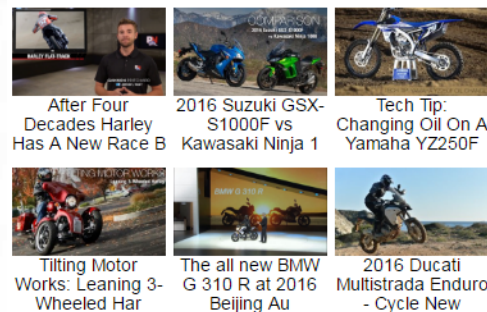


Videos appear on any device, including desktop, mobile & tablets

PRE-ROLL Video ads appear only after a user has clicked to watch professional video content.



Kawasaki's Ninja 1000 faces a direct challenge in 2016 from Suzuki's all-new GSX-S1000F. Practical and affordable, we've been eager to compare the two side-by-side where their similarities and differences were revealed out on the open road.

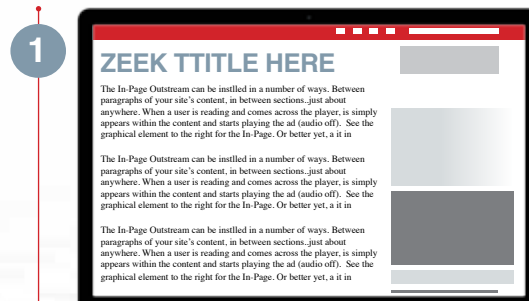


Repurpose your TV commercials or produce web-only video pre-roll.

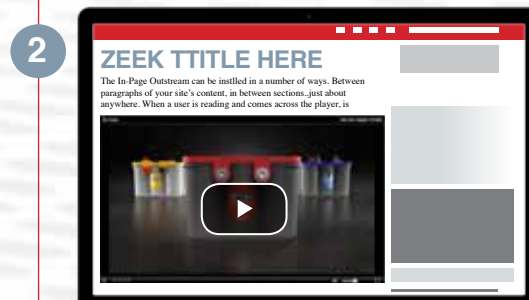
Pre-roll advertising is both a superior branding & response ad format.

"We've been running TV commercials for a few years now. It's great to use the same ads in our targeted online campaigns."

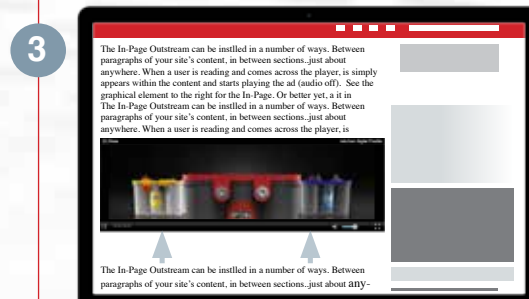
OUTSTREAM VIDEO



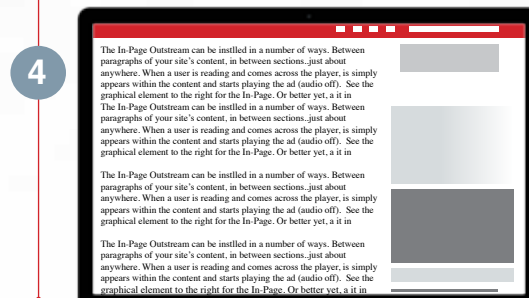
As the site visitor reads through an article or scrolls down the site, the Outstream ad appears between paragraphs or sections on the site.



When more than 50% of the Outstream player appears within the display, the ad starts muted. Only when the user mouses over the player will sound play. The user can also close the ad if desired.



The Outstream video automatically collapses from view when either the ad ends or the user closes the ad.



The Outstream player closes and disappears from view and the lower section of the site moves up to its normal position.

ADVERTISING WITH VIDEO CONTENT

How To Expand Views Of Your Product and Company Videos



Problem: You spent a lot of time and resources producing a great video about your product or company. But the video is lost among millions of videos on popular streaming sites like YouTube®.

Solution: Use the video within various online ad units:

In-Stream Video Banner



- Standard 300x250 or 300x600 banner that includes an embed of your YouTube® video. Ad can be run on any website that features these ad size.

Facebook® News Feed



- We'll use your video inside a Facebook® News Feed advertisement. We'll post the ad through one of our editorial sites or through your Facebook® company page.

Native Advertising



- Use your video as the basis for a detailed story about your product or company. Feature just the video or develop a editorial-like story around the video content.

“We invested a lot of time and money on our video. But the views on YouTube® were pretty small. Digital Throttle helped crank up the video views”

HIGH IMPACT

Highly Visible & Dominant Advertising

Excellent choice when launching new products or consumer promotions.

Click Rate (CTR) is 5X – 10X over banners



Floating Footers appear at bottom of sites that don't have open space on left and right. Also appear on tablet devices.



Side Skins appear on desktop PC's when a site has blank space on the left and right.

Like traditional online ads, High Impacts can be:

1. Purchased on per-impression basis
2. Geographically targeted
3. Limit the number of impressions per user ("frequency cap")
4. Third-party measured

"High Impact ads give us a premium sponsorship-like position across many sites. They've been great for our promotions and new product launches"

RETARGETING

Stay in Contact with your Website Visitors

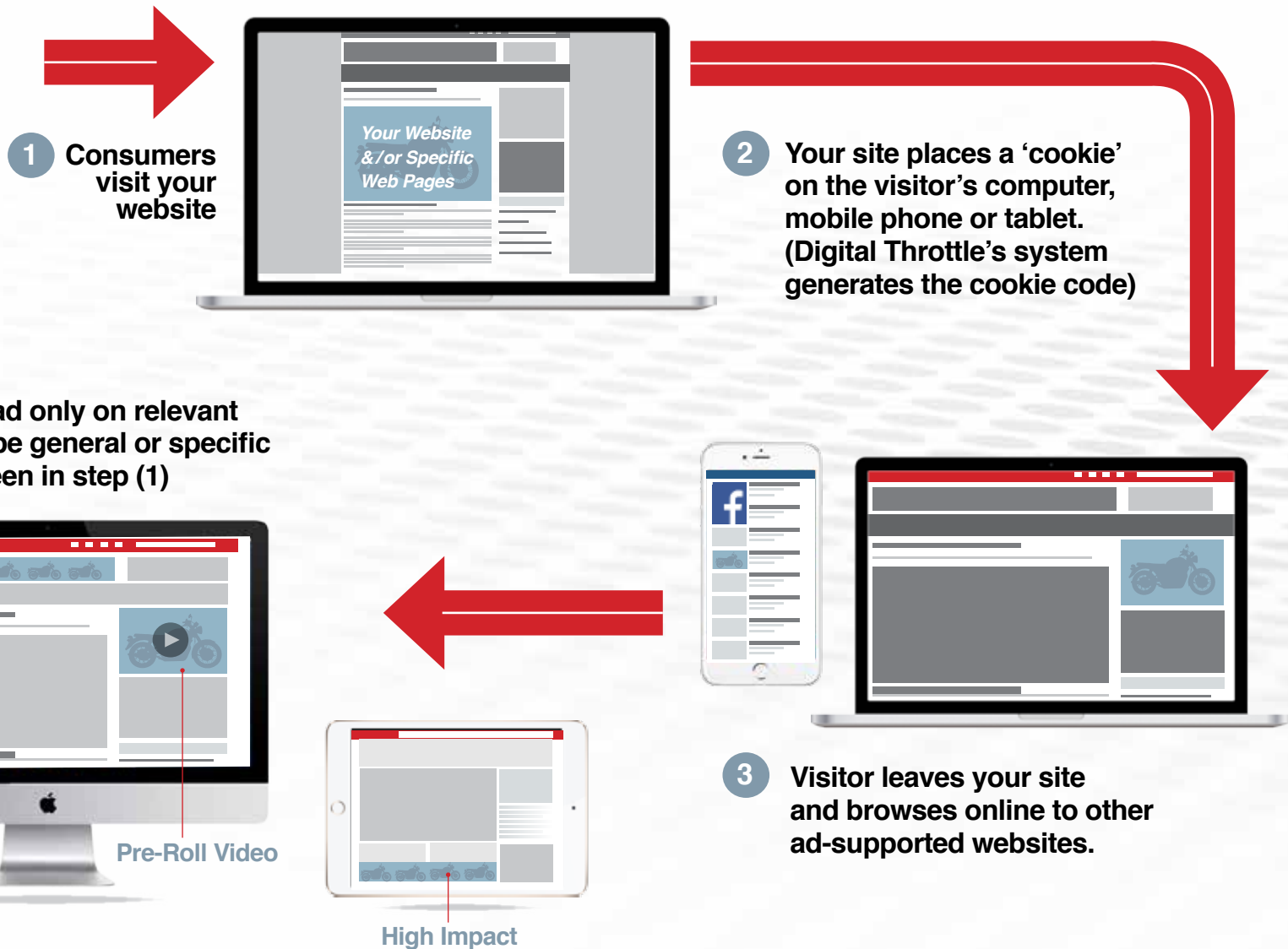


The Challenge:

Less than 5% of your website visitors take immediate action on their first visit. Without RETARGETING, your past site visitors will quickly forget you.

The Solution:

Use Digital Throttle Retargeting to remind, repeat and reinforce your advertising messages. Our service locates people who have recently visited your website and shows them targeted advertisements on relevant websites.



"Our website is the primary sales & marketing tool. Retargeting is like a 'virtual' mailing list we can use for future promotions & to stay in touch with past site visitors"

FACEBOOK® ADVERTISING

Very Targeted Mobile Device Advertising



“Sponsored By” Options:

Select the Facebook Page you would like posting your advertisement:

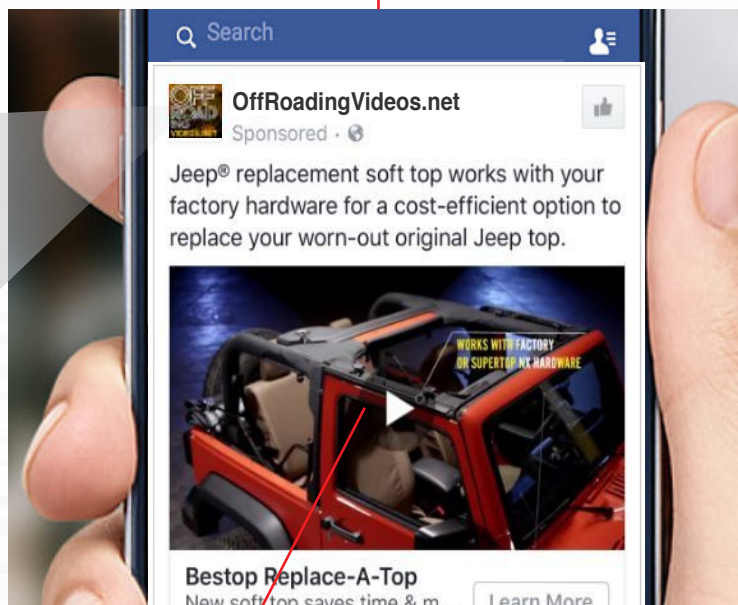
- 1 Advertising is posted by our own video portal sites, unique to vehicles and markets. Goal is independent ‘editorial-like’ advertising.



YOUR
LOGO

- 2 You grant Digital Throttle access to post sponsored content on behalf of your Facebook page.

We suggest only targeting mobile devices.
80% of Facebook ad revenue occurs on mobile.



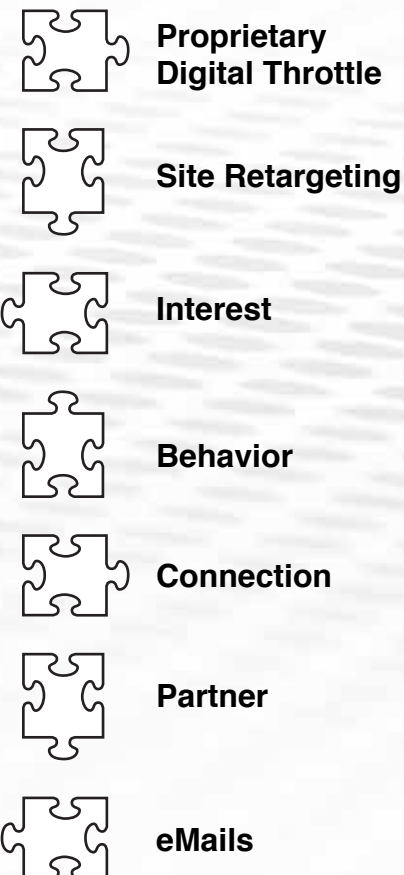
Ads featuring video perform best



Reporting by ad and target
is available 24/7 through our
REPORTER system

Targeting is Key:

170 Million US consumers are on Facebook® daily. We find niche audiences using:



“Facebook® advertising is complicated and I don’t have time to manage it. Digital Throttle are experts, manage it daily and add custom targeting”

NATIVE ADS

Ads Served Within the Editorial Feed



Native ads look like editorial content and allow you to place your product, message or video within the editorial stream.

Articles get placement throughout the sites' main pages to drive people to open and view your dedicated editorial page.

You provide the content for your editorial page. Editorial pages include your ads and Social Media feeds.

Benefits of Native Ads

1. Tell the story in your words
2. Ensure product coverage
3. Increase product video views

Native:

The new method for Press Releases, Video and Magazine editorial



"Native ads allow me to expand the reach and extend the life of past editorial reviews."

1 Your image and headline gets placement in the main site rotator at the top of main pages.

2 Your image and headline also get placement in the "Latest News" feeds of the main pages.

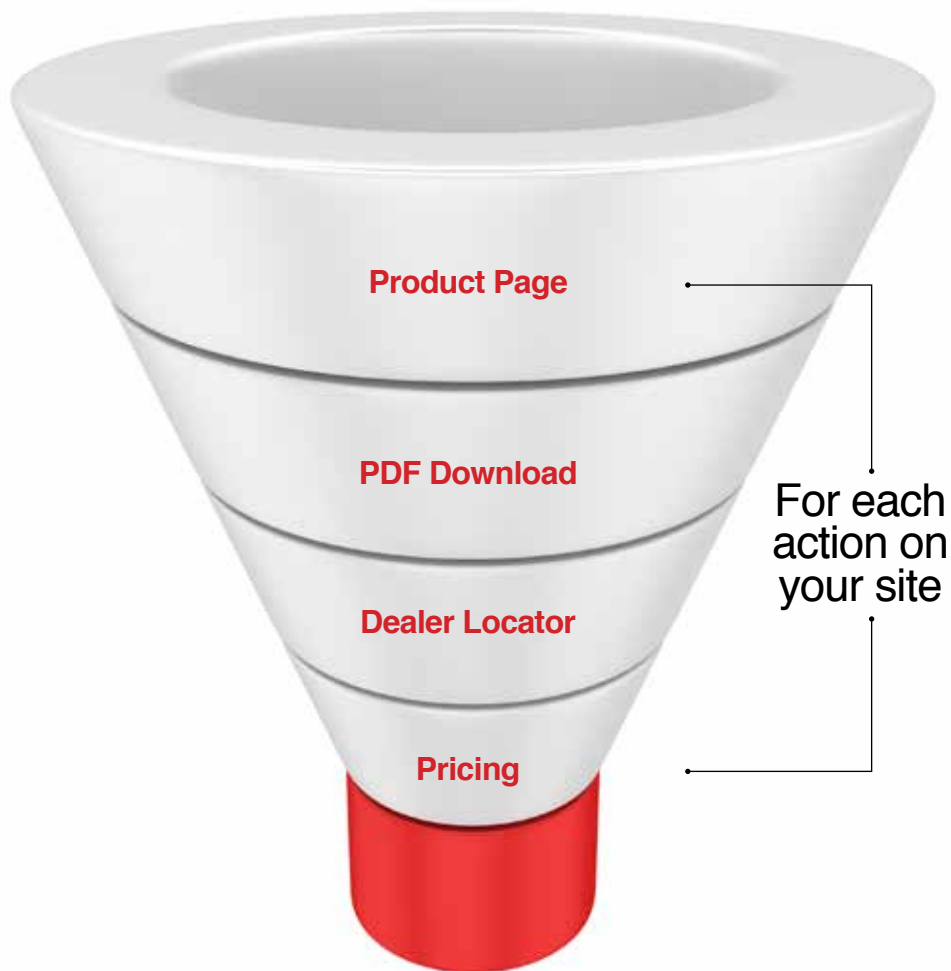
3 The user opens a dedicated editorial page that includes your provided text, images and video. Article page includes your ads and Social Media feeds.



CONVERSION TRACKING

Is Your Advertising Producing Results?

How many people that clicked or viewed my ads went to these pages of my site?



“Conversion tracking allowed us to see that many people visited our site after simply viewing an ad. Clicks don’t tell all the story”

1

How many visitors viewed or clicked on the ads?



2

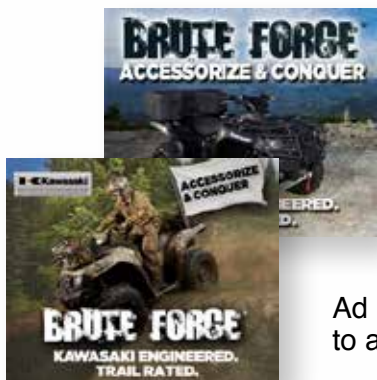
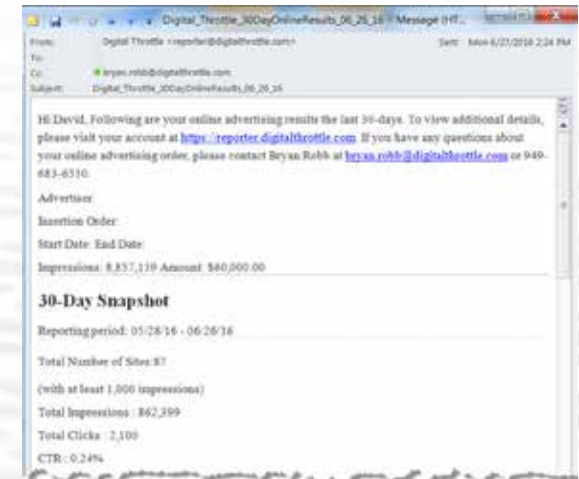
What sites and which ads produced the best conversions?

ONLINE REPORTER

View Site and Ad Results Anytime, from Any Device



Schedule Email Alerts



Ad + Site results allow Digital Throttle to actively OPTIMIZE your online campaigns.

"Your reporting is unlike anything we've seen. I no longer need to chase down my rep for reports. And you summarize data so easily – no more complicated Excel reports!"

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