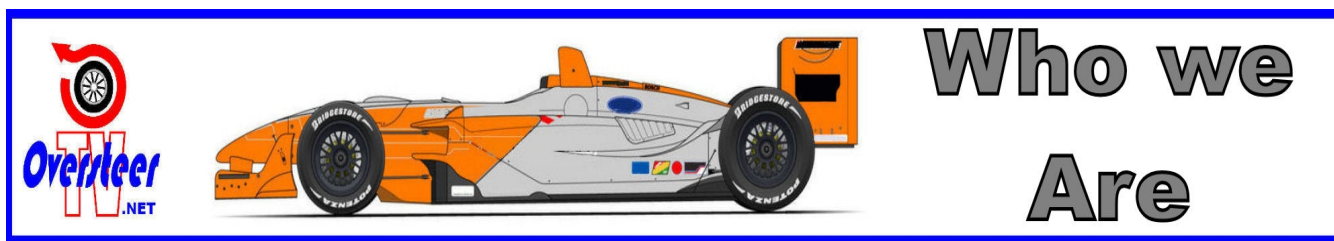


The **OversteerTV** web cast is one of the world's only weekly informative and sometimes irreverent look at the world of racing. **OversteerTV** streams live every Friday at 7pm from the Homestead-Miami Speedway or wherever the world of racing takes us. Each week **OversteerTV** will combine the news, rumors and information from all forms of autoracing including NASCAR, IndyCar, Grand-Am, NHRA, ALMS, F-1, Rally and even grassroots events like Vintage and club racing along with motorsports personalities, technology and business leaders.

Currently **OversteerTV** streams exclusively on OversteerTV.net every Friday night at 7pm Eastern/4pm Pacific. It remains resident on demand on <http://oversteertv.net> and Ustream.TV, and our sister site, the South Florida Motorsports Report. www.sfmreport.com An app is also provided where you can view **OversteerTV** on your iPhone, Android or Windows 7 based smart phone or tablet.

In addition to the Live, video branding under **OversteerTV**, there are additional branding opportunities in the videos created and posted on several websites. Our YouTube channel, OversteerTVonline, where we distribute our "Racing Rant" series which are short, 3-5 min, opinion pieces on the world of motorsports. Our South Florida Motorsports covers the regional racing action as well as streaming **OversteerTV**.



OversteerTV is hosted Tony Castaneira and Jeff Brown who have a combined experience of almost 30 years of Motorsports journalism.

Tony Castaneira is an accomplished motorsports journalist as well as a Public Relations and marketing expert. He has hosted and reported for various racing TV and radio shows. His articles have been read worldwide in print and on the internet. His Public Relations and marketing experiences have taken him not only across the nation but to many international venues representing various professional drivers, teams and racetracks.



Jeff Brown is an award winning, racing videographer with over 15 years of experience filming all forms of motorsports. During his career Jeff has also filmed and created over 30 successful Television advertisement campaigns.

Joining Tony and Jeff from time to time will be their "Sports Car Insider" Josh Hurley.



Josh won the Inaugural Volkswagen TDi cup and currently races for APR motorsports/Fortis Watches in the Grand-Am's Continental Tire Sports Car Challenge.

Some notes on the **OversteerTV** Targeted demographics:

- 72% is male
- 57% is 25-54
- 43% is in the 18-34 age group
- 62% is in the United States & Canada
 - 18% is in Latin America
 - 14% is in Europe
- 36% have children less than 17 years of age
- 54% have household incomes of at least \$60,000 annually,
- 33% have a household income of more than \$100,000 annually
 - 45% are college graduates



Rate Card

OversteerTV: Rate Card for Partnership opportunities:

BANNER:

- Click through banner ads on all websites (OversteerTV.net & Sfmreport.com)

\$200/month

BANNER LIVE:

- Click through banner ads on all websites (OversteerTV.net & Sfmreport.com)
- “live reads” in the webcast.

\$400/month

BANNER LIVE +:

- Click through banner ads on all websites (OversteerTV.net & Sfmreport.com)
- “live reads” in the webcast.
- “Live reads” in all *OversteerTV* editorial content

\$600/month

INTERMEDIATE:

- Click through banner ads on all websites (OversteerTV.net & Sfmreport.com)
- “live reads” in the webcast.
- “Live reads” in all *OversteerTV* editorial content
- Segment sponsorship, including a simple 10-15 second commercial and representation within editorial content.

\$800/month

TITLE PARTNERSHIP

- Click through banner ads on all websites (OversteerTV.net & Sfmreport.com)
- “live reads” in the webcast.
- “Live reads” in all *OversteerTV* editorial content
- Segment sponsorship, including a simple 10-15 second commercial and representation within editorial content.
- “Presented by...” representation on all content created within the *OversteerTV* brand.

\$1,300/month

Note: All numbers quoted above are based on a minimum 3 month commitment and are open to modification to fit your individual needs.

If you miss any episode or guest, or to view special edition video clips, **OversteerTV** archives are available on-demand at <http://oversteertv.net>

Get interactive with **OversteerTV** through <http://twitter.com/OversteerTV> on Twitter and Facebook or email at info@Oversteertv.net

For more information contact Tony Castaneira: Phone: 305-962-1829 E-Mail: info@Oversteertv.net
1900 N Krome Ave Homestead, FL 33030