

STREET & SMITH'S  
**SportsBusiness**  
**DAILY**

The Back of the Book  
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**Your Ad Here: Sprint, Sunoco Top NASCAR TV Billboard Exposure**

Among billboard sponsors at NASCAR Sprint Cup tracks this season, Sprint generated the most value during TV broadcasts with \$26.5M in exposure, according to data from K.C.-based sponsorship measurement firm Image Impact. [Sprint's total exposure in NASCAR's top series was \\$323.1M](#), down 5.1% from a year ago. The Coca-Cola 600 on Memorial Day weekend generated the most billboard exposure. The event was aired over two days due to rain. No races in the Chase for the Sprint Cup were ranked among the top five. During the 10-race Chase, driver Mark Martin's No. 5 Chevrolet, with primary sponsors Kellogg's and CarQuest, received the biggest boost compared to the 27 preceding races (*Image Impact*).

**ON-SITE SPONSORS THAT GENERATED THE MOST BROADCAST  
 EXPOSURE VIA BILLBOARD VISIBILITY OR AUDIO MENTIONS**

RK	BRAND	DETECTIONS	VALUE
1	Sprint	8,018	\$26.5M
2	Sunoco	2,033	\$6.0M
3	Toyota	2,247	\$4.5M
4	Gatorade	583	\$4.2M
5	Pepsi	1,675	\$3.2M

**NASCAR SPRINT CUP RACES THAT GENERATED  
 THE MOST BILLBOARD EXPOSURE**

RK	RACE	DATE	NET	TRACK	VALUE
1	Coca-Cola 600*	5/24, 5/25	Fox	Charlotte	\$6.4M
2	Kobalt Tools 500	3/8	Fox	Atlanta	\$5.7M
3	Auto Club 500	2/22	Fox	Auto Club	\$5.7M
4	Food City 500	3/22	Fox	Bristol	\$5.3M
5	Toyota/Save Mart 350	6/21	TNT	Infineon	\$5.2M

**NOTE:** \*\* = Race included multiple rain delays

**TEAM PRIMARY SPONSORS THAT RECEIVED BIGGEST BUMP  
 IN VALUE DURING CHASE FOR THE SPRINT CUP**

RANK (OVERALL RANK)	BRAND (DRIVER)	OVERALL SPONSOR VALUE	% OF TOTAL VALUE FROM CHASE
1 (54)	Kellogg's (Mark Martin)	\$6.5M	46.2%

2(4)	Lowe's (Jimmie Johnson)	\$36.8M	43.2%
3 (17)	Target (Juan Montoya)	\$24.5M	40.3%
4 (49)	CarQuest (Mark Martin)	\$8.3M	39.4%
5 (11)	FedEx (Denny Hamlin)	\$13.8M	35.0%

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