



Over the past 21 years, **My Classic Car** has become an icon in the specialty vehicle and collector car hobbies and our handlebar mustachioed host, Dennis Gage, is revered as one of the foremost automotive personalities. Every week, Dennis takes viewers to local car shows, amazing collections, and prestigious automotive events.



My Classic Car (MCC) airs once per week on Velocity, 5 times per week on MAVTV, and 4 times per week on Rev'n. All of these networks are dedicated to providing quality programming for the automotive enthusiast and *MCC* is excited to be a part of their lineup.

If you want to target your advertising toward male automotive enthusiasts between the ages of 18 and 54, then advertising in *MCC* is where you want to be.

Advertising Opportunities

While our show provides television viewers with an informative and entertaining program, it also offers some unique opportunities for you to promote your company and products.

- **The Classic Car Marketplace** is a special segment of the show that highlights three advertisers with a 20-second in-show commercial. It's not a typical commercial break, but rather an integral and informative part of the program. Promote your business. Introduce a new product. Offer catalogs. Increase traffic to your web site. All these are possible with a well designed Marketplace Ad. Production of your custom ad is included with your buy.
- **The Garage Segment** is a very popular segment of *MCC*. This is where your product(s) can be featured within the content of our show. Dennis Gage and your company representative will appear together on set in Dennis' garage and discuss your product and company. The segment is at least 4 minutes in length and taped in our studio at the end of January.
- **30-second commercial spots** are also available during airings of *MCC* on Velocity. When you buy 30-second commercial spots directly from us, you get the added-value of web advertising on MyClassicCar.com. We can produce your commercial for an additional fee.

Added Value - bonus airings and web links

When *MCC* receives bonus airings, your advertisement will be included in these airings at no additional charge. All of our television advertisers also receive continual exposure on our website. There are approximately 15,000 unique visitors to MyClassicCar.com every month. Additionally, our episodes are available on a number of online streaming services and any Marketplace ads and Studio Segments will also be seen there as well.