



NASCAR IN CAR On iN DEMAND 'Free Weekend' Boosts Jarrett's Sponsors

NASCAR's new subscription based enhanced television package leads to additional exposure value for sponsors.

([PRWEB](#)) June 27, 2002 -- ANN ARBOR, MI, June 24, 2002 -- NASCAR's much-anticipated foray into enhanced television, NASCAR IN CAR On iN DEMAND, was unveiled during the Sirius Satellite Radio 400 from Michigan, and one of the corporate entities taking advantage of the subscription coverage was Dale Jarrett's primary sponsor, UPS, which collected more than \$120,000 in bonus exposure.

According to research conducted by Joyce Julius and Associates, Inc. which specializes in documentation and analysis of exposure received by corporate sponsors from the single digital cable channel dedicated to Jarrett's car, UPS reaped one hour, 36 minutes, 57 seconds (1:36:57) of clear in-focus exposure time and a value of \$121,115. Three cameras carried on-board Jarrett's car -- in-car (48:19/\$60,355), bumper (45:21/\$56,660) and roof (3:17/\$4,100) -- accounted for all of UPS' exposure.

Exposure value was calculated by comparing the on-screen time to an estimated cost of a commercial spot during the subscription telecast. The estimated commercial rate was determined by taking a percentage of the Fox over-the-air ad rate, based on a projected viewership for the subscription telecast.

NASCAR IN CAR On iN DEMAND was provided free to all digital cable subscribers. The package consists of seven sequential channels, including the live network program, five dedicated in-car camera channels with virtual dashboards, and a statistics channel.

Also benefiting from the in-car cameras carried by Jarrett were The Muppets, as a logo pertaining to a current promotion with UPS was viewed on the dashboard for 45:07 (\$56,350). Additionally, the race title sponsor, Sirius Satellite Radio, enjoyed 10:06 of graphics during the coverage of Jarrett, for a value of \$12,635.

Beginning with this past weekend's Dodge/Save Mart 350 from Sears Point Raceway, the NASCAR IN CAR On iN DEMAND service is being offered as a \$99 package available for the remaining 22 events on the 2002 NASCAR Winston Cup Series schedule.

The Ann Arbor, Michigan-based Joyce Julius and Associates produces the Sponsors Report, which conducts in-depth studies of sponsor exposure monitored during more than 2,300 nationally televised sports and special event programs annually. In addition, Joyce Julius and Associates also specializes in the evaluation of total sponsorship programs through the use of its National Television Impression Value (NTIV®) Analysis. For more information regarding the research products and services offered by Joyce Julius and Associates, please visit our web site at www.joycejulius.com.

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