



Raceway Media Partners with National Tractor Pullers Association

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North Adams, MA ([PRWEB](#)) January 4, 2007 -- Raceway Media begins 2007 with a bang, announcing a new partnership with the National Tractor Pullers Association (NTPA), the premier sanctioning body of truck and tractor pulling. Under this agreement, RacingJunk.com will become the official classified website of the 38-year-old organization, providing private label technology to their website, www.NTPApull.com

"Truck and tractor pulling is a growing segment of our website, so we're pleased to add NTPA to our network of partners," said Osmin Alvarez, CEO of Raceway Media. "We hope that this relationship will introduce more of our members to the sport and expand the offerings under this section of RacingJunk.com."

Raceway Media will integrate its classified technology into NTPA's own website, enabling the organization to have a branded classified section powered and maintained by RacingJunk.com. This will provide their web visitors with direct access to the tools and services that RacingJunk.com offers without requiring them to navigate away from NTPA's website.

NTPA's Director of Sales and Marketing, Greg Dion, said, "We are always looking for creative ways to introduce our sport to new audiences and RacingJunk.com, with its growing membership of active racers provides us with a great platform for doing just that. At the same time, it gives our racers full access to a valuable resource for buying, selling and interacting with like-minded people."

This is the seventh sanctioning body that the multimedia company has teamed up with and the third private label agreement it has made. The end of 2006 was full of activity for Raceway Media, who welcomed several new partners, including two ASA series and ORSCA, and cut deals with major media outlets including Ezine Media and RacingNetSource, the publisher of DragRacingOnline.com.

ABOUT RACEWAYMEDIA

Raceway Media LLC, a Boxcar Media, LLC Company, is a multimedia publishing firm servicing the racing and performance enthusiasts industries. It is a free 'one-stop shop' for those looking to buy, sell, trade, entertain or interact with people throughout the automotive and motorcycle racing and performance communities.

The company's holdings include RacingJunk.com and the newly launched MotorcycleJunk.com, which together receive more than 50 million page views per month and have more than 150,000 members. Raceway Media also owns BoatingJunk.com, MuscleCarJunk.com, TunerJunk.com, ImportJunk.com and RacingJunkRides.com. A new division, "Raceway Productions," produces, distributes and broadcasts content of racing related events.

ABOUT THE NATIONAL TRACTOR PULLERS ASSOCIATION

The NTPA is the sport's oldest and most respected truck and tractor pulling sanctioning organization. Governed by a board of directors, the NTPA is managed by World Pulling International (WPI) an independently owned entity. Headquartered in Worthington, OH, the NTPA provides rules and regulations and the infrastructures



required for organizations throughout the country to arrange truck and tractor pulls.

NTPA Championship Pulling is shown four times weekly on the RFD-TV network. Tractor Supply Company (TSC) stores carry NTPA's official monthly magazine, THE PULLER in each of their 600 locations. THE PULLER magazine brings you the best in NTPA news, stories and related pulling information.

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