

Connect and interact with
► **Generation “Text”**



► Over 70 billion text messages sent monthly

► Personalized, instant communication with your fans

Consider these statistics when evaluating Text Marketing for your raceway:

-18-29 year old consumers use text messaging more often than voice to communicate.

-On average **94%** of text messages are read.

-**80%** of consumers keep their mobile with them all day.

*When given a choice **39% of US consumers** — 76 million people — prefer text messages to radio or TV advertising.*

Go Green with Drive MultiMedia's text services!

Replace mailers and other print with text .
Save room in your budget while saving the environment! Call today for more info!

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Text Message Marketing

Engage Fans
Drive Traffic
Increase value of sponsors
Measure Results

Text DRIVE to 68247
for more information

