



NASCAR SITE/UX DESIGN

Content Model and Content / Metadata Design

Version 1.0 Date 22 March 2012

REVISION LOG

VERSION	REVISION DESCRIPTION	AUTHOR(S)	DATE
1.0	Initial Release of Document	Timothy Truxell	22 March 2012

TABLE OF CONTENTS

Section	Page
Introduction	4
Conceptual Content Model	6
Page Templates & Components	13
Component Library	23
User Profile Attributes	49
CMS Branching Structure & Taxonomy	53
Metadata Values & Defaults	57

01 Introduction

01 Introduction

This Content Model and Design document builds upon and refines the information provided in the Taxonomy. It specifically provides the full design of the content that will be required to achieve the future state of NASCAR digital content. This starts with a more detailed view of the content model.

Then, the definition of content components focuses on the elements that comprise different types of content that will be required to feed this content to the components on the page. They do not specify presentation in any way. Each content type is broken down into all the elements and fields, both metadata and content, that will be required.

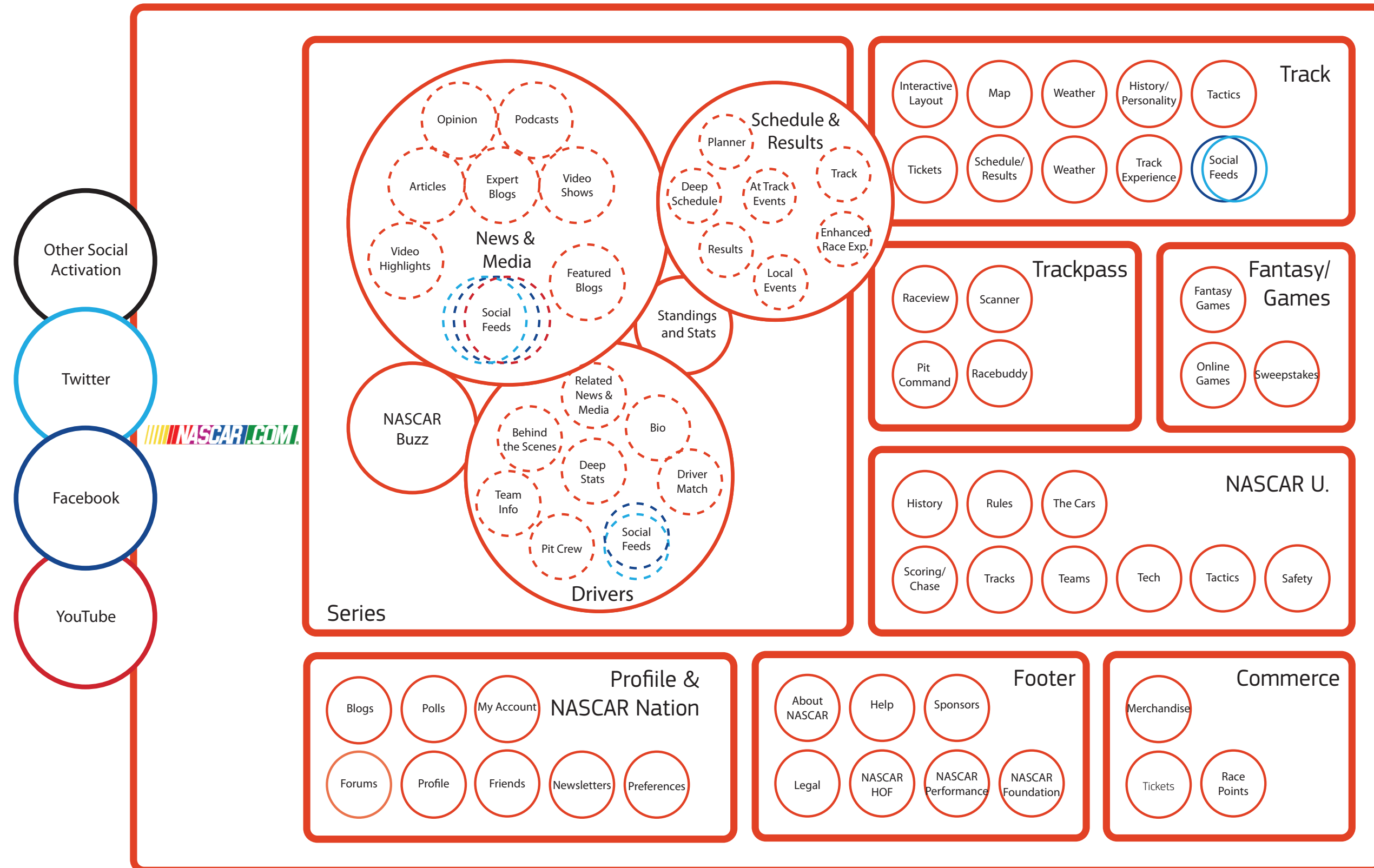
In addition to defining the content component design, this document also includes a representation of the CMS branching structure and taxonomy. Finally, this document lists the metadata that will be driven by a controlled vocabulary via dropdowns or multiselect lists. It also provides the values for these controlled metadata tags (gathered as of February 2012).

Note: This document is a living document that may be further refined and added to as further design details are completed.

02 Content Model

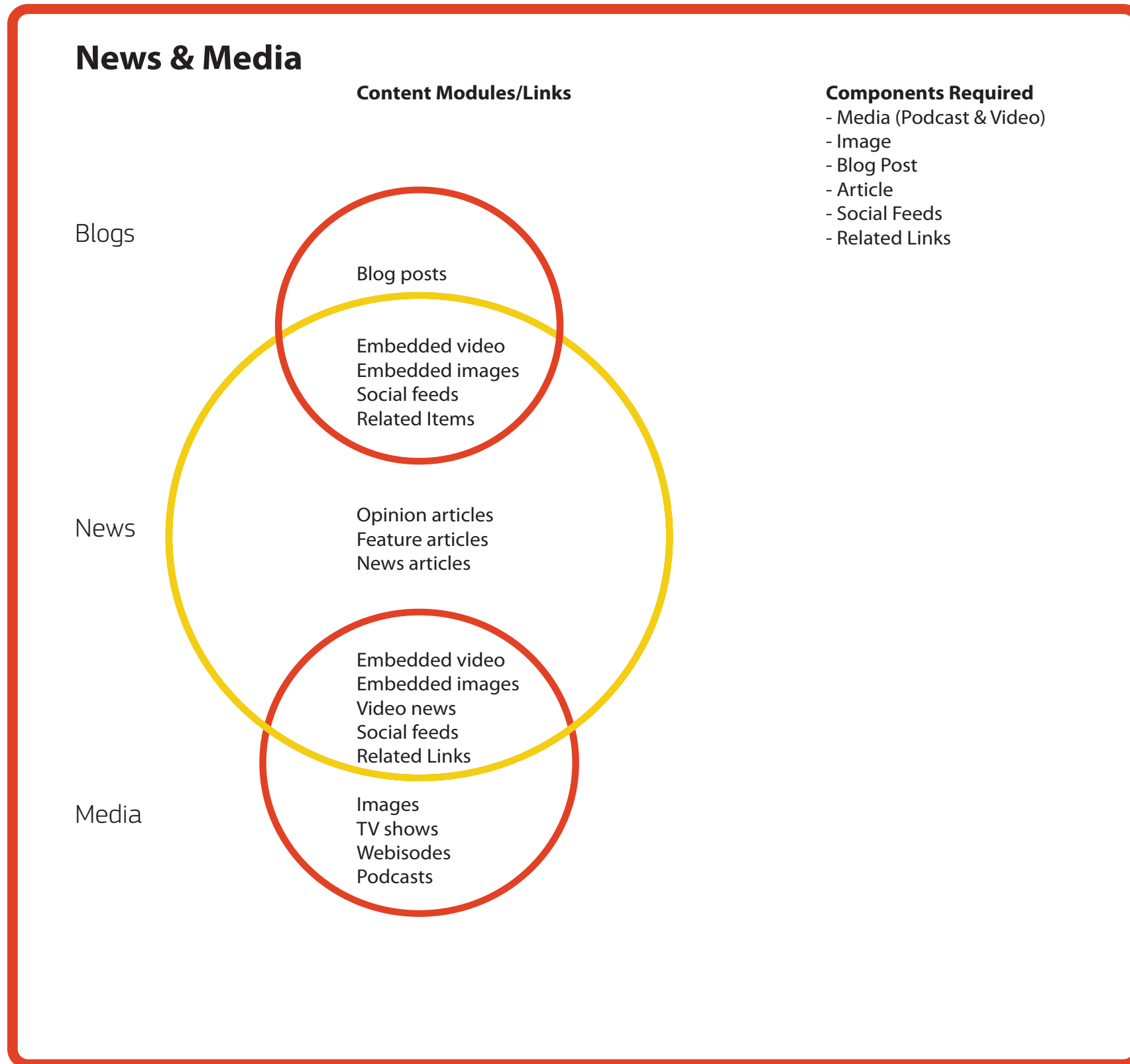
02 Content Model

NASCAR.COM



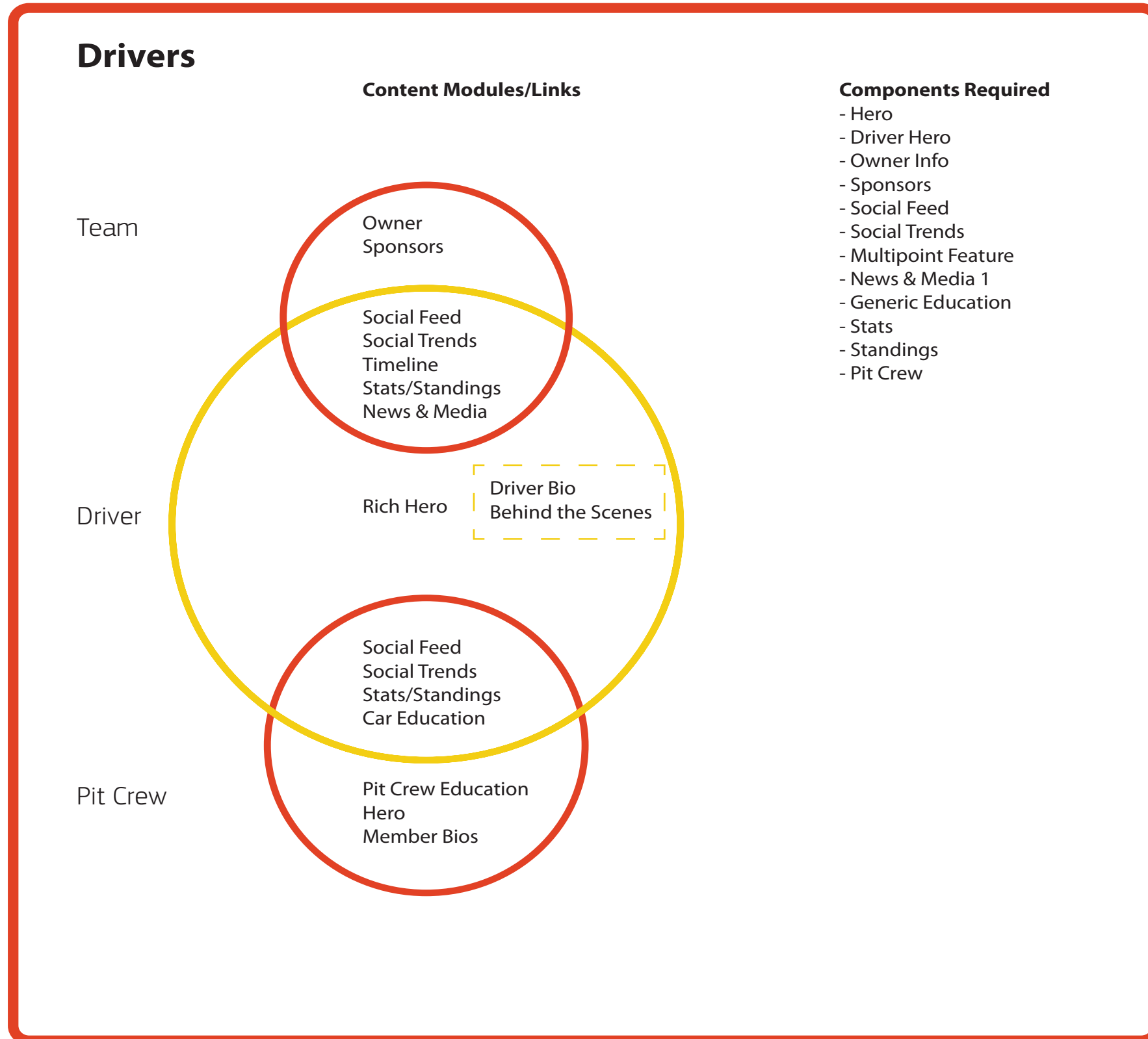
02 Content Model

NEWS & MEDIA DETAIL



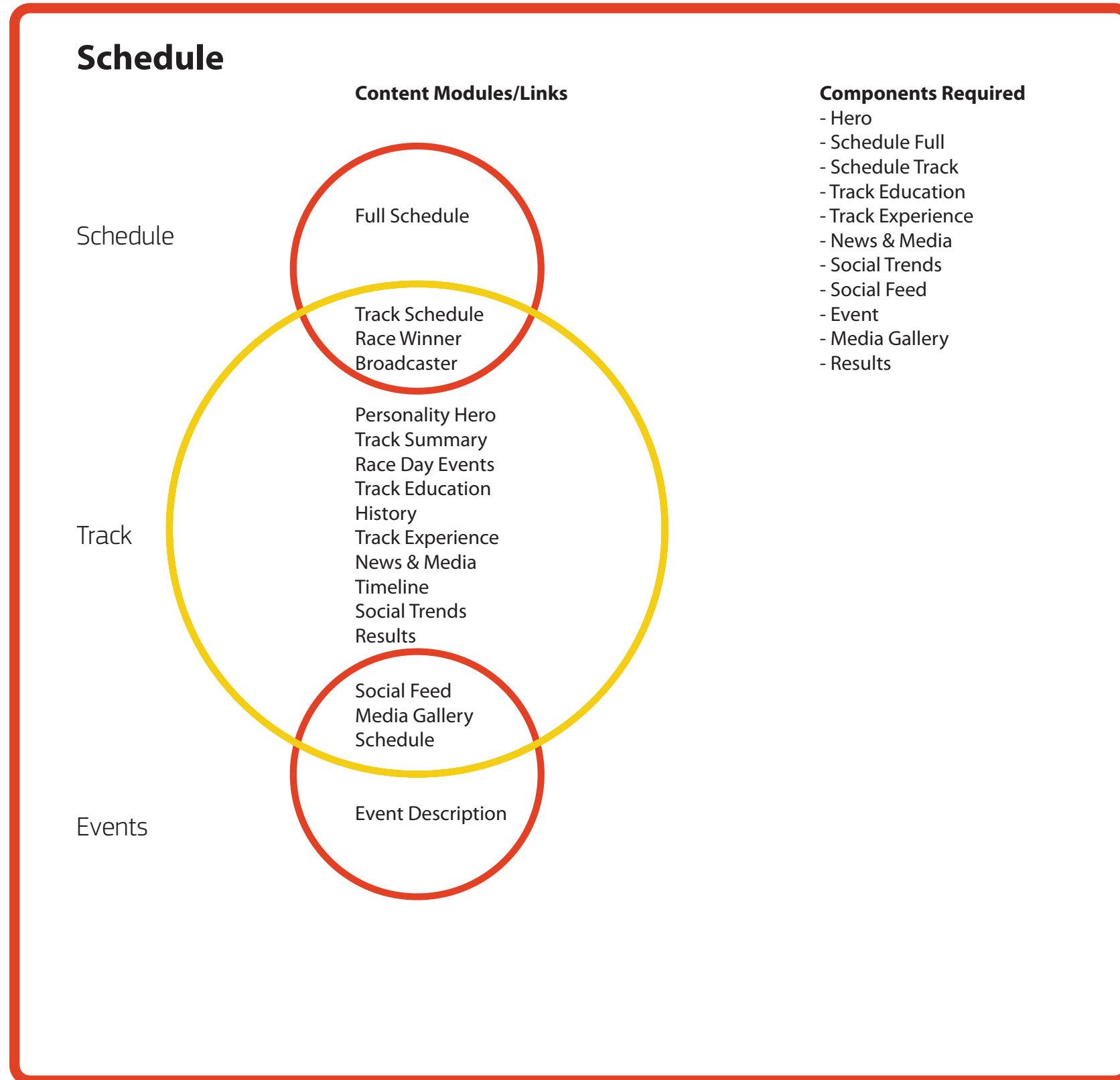
02 Content Model

DRIVERS DETAIL



02 Content Model

SCHEDULE DETAIL



02 Content Model

STANDINGS AND STATISTICS DETAIL



02 Content Model

SOCIAL AND COMMUNITY DETAIL



03 Page Templates & Components

03 Page Templates & Components

OVERVIEW

This section of the document maps the components detailed above that are available for each area of each page template. Multiple component types will be available to populate the various modules captured on the page design. This enables a maximum diversity of page layouts while maintaining a templated system. First, we need to familiarize ourselves with certain terms that are used throughout the document. The key indicates how color coding is used on the tables that follow.

Glossary

Page:

The term page, in this context, refers to a unique instance of a web page. For example, the Sprint Cup Landing Page or the Dale Earnhardt Jr. Driver Detail page.

Page Template:

This refers to the pattern of content of a particular page. Page templates are containers for a set number or pattern of content types that are assembled to build a web page.

Content Module:

A content module is a section of a page template that will contain one or multiple like or similar content components. The Hero module of the landing page, for example, may include four Hero components.

Content Component:

A content component is a way of classifying content that shares certain characteristics and needs. By classifying similar content chunks into content types that share similar elements for their ultimate presentation as modules on the site.

Content Element:

A Content element refers to a specific piece of information that, along with other specific pieces of information, makes up a content component. For example, a simple Banner Content Component's elements would be the banner image and the banner's target URL, along with the appropriate metadata.

Element Properties:

Properties refer to how content elements should be structured and behave within a content type. Examples of these properties include the text control type and character limit.

An example of how this works is included on the next page.

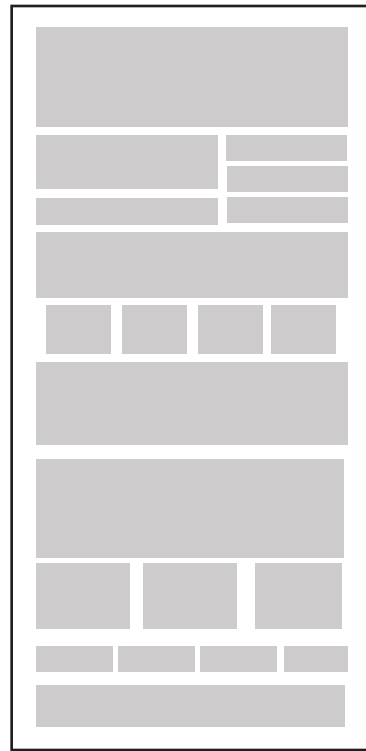
Key

[Value]	Information to be displayed on site from CMS, DAM, VMS
[Value]	Dynamic information based on feed or search query
[Value]	Metadata

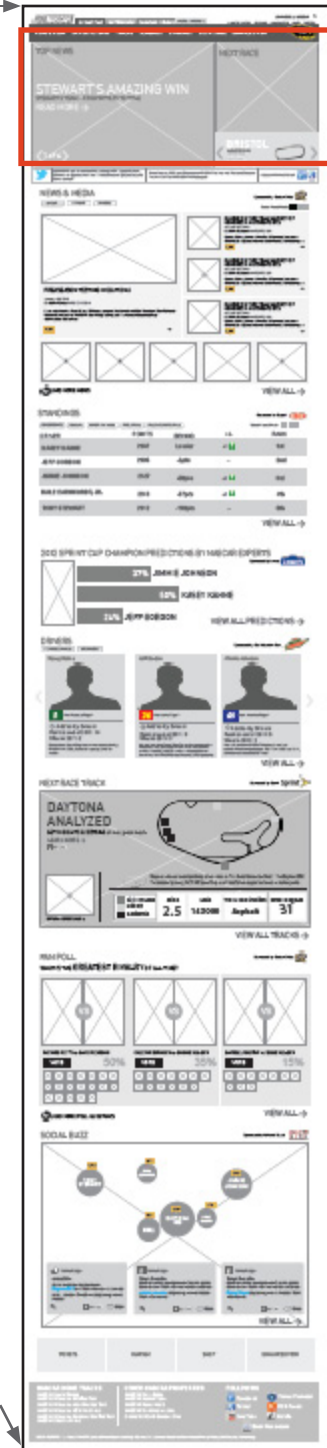
03 Page Templates & Components

PAGE TEMPLATES, PAGES, MODULES & COMPONENTS

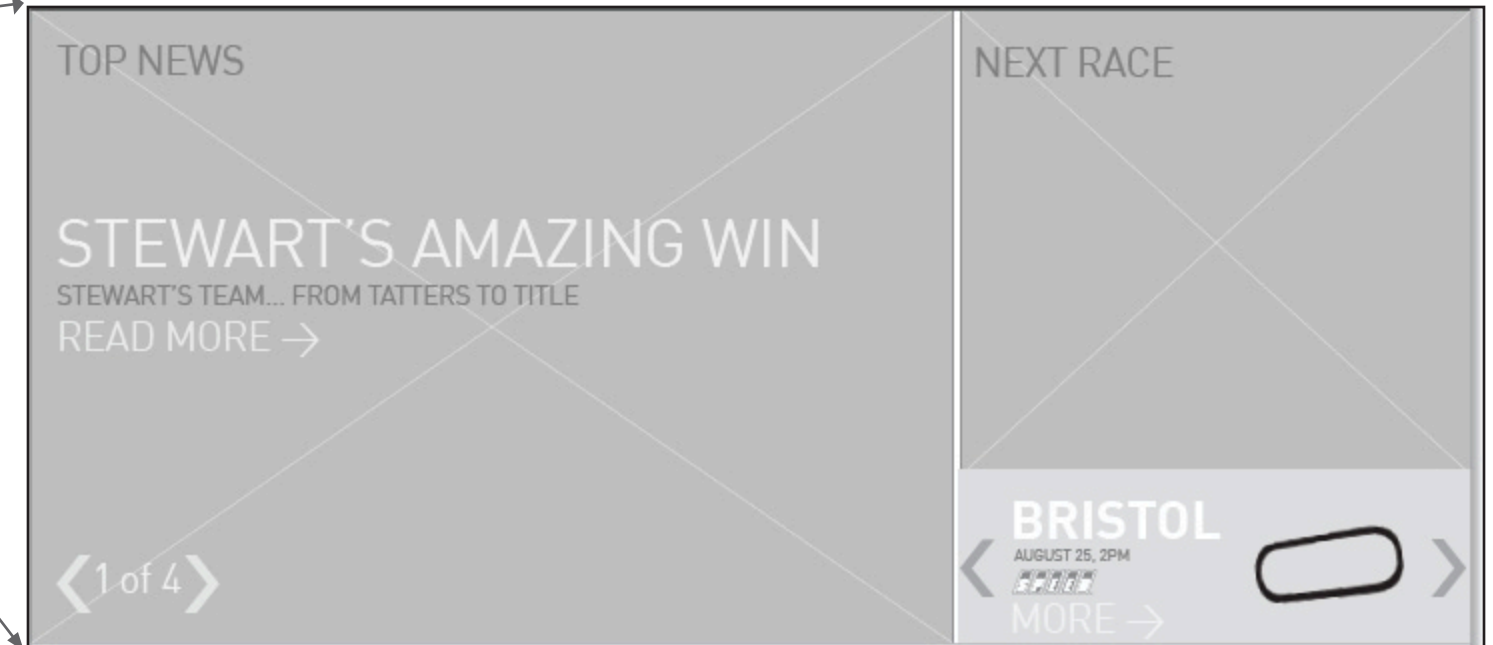
Homepage Template



Series Homepage



Hero Module (i.e., Page Area)



Components that Comprise Hero Module

Homepage Hero In Season:

The hero module is comprised of multiple hero components--one for each top story to be presented to the user. Each hero component consists of the following attributes and metadata

Elements:

- Title
- Description
- Link Title
- Link Target
- Image
- Image ALT Text

Metadata:

- Series
- Team
- Driver
- Keywords

Race Preview:

The portion of the hero module is comprised of a race preview for the entire season during the season. Each race would require a preview component.

Elements:

- Track
- Date
- Thumbnail
- Thumbnail ALT Text
- Image
- Image ALT Text

Metadata:

- Series
- Team
- Driver
- Keywords

03 Page Templates & Components

Page Templates (20)	Page Area	Components Available	Notes
Series Homepage	Navigation	Navigation	
	Hero	Race Day Module	System component driven by feeds
		Carousel	To rotate multiple hero modules
		Off Season Homepage Hero	Displays Top Stories and links in hero
		In Season Homepage Hero	Displays Top Stories and links in hero
		General Offseason Hero	Manual Hero Override to display editor's chosen stories
		General In-Season Hero	Manual Hero Override to display editor's chosen stories
		Race Preview	Dynamic module showing details of next race In-Season
		Page Body	Social Feed
	News Feed		
	Standings & Statistics		
	Table		
	Predictions		Do not use on offseason instance of page
	Driver		
	Track Experience		
	Promotions	Social Trends	
		Poll	
		Small Promotion	Up to 4
		Footer	Footer
Landing Page: Tiled	Navigation	Navigation	Drivers Landing, Teams Landing, News & Media Landing
	Hero	General Hero	Not Required
	Page Body	Tiled List	
	Promotions	Promotions	Up to 4
	Footer	Footer	Multiple list components
Landing Page: List	Navigation	Navigation	Used for Tracks Landing Page
	Hero	General Hero	Not Required
	Page Body	Menu List	Search Query
		Tracks	
	Promotions	Footer	
	Footer	Promotions	

03 Page Templates & Components

Page Templates (20)	Page Area	Components Available	Notes
Driver Detail	Navigation	Navigation	Use for Driver detail
	Hero	Driver Hero	Visual Hero
	Page Body	Social Feed	
		News & Media	Search Query
		Standings & Statistics	
		Standings & Statistics	
		Table	
		EDU Experience Module	
		Large Promotion	Required on Driver Instance of template. Use to navigate to pit crew pages.
		Social Trends	
		History/Timeline	
		Sponsors	
		Drivers	
	Promotions	Promotions	
	Footer	Footer	
Pit Crew Detail	Navigation	Navigation	Use for Team and Pit Crew detail pages
	Hero	Pit Crew Hero	
	Page Body	Social Feed	
		News & Media	Search Query
		Standings & Statistics	
		Standings & Statistics	
		Table	
		EDU Experience Module	
		Social Trends	
		History/Timeline	
		Small Profile	
		Sponsors	
		Drivers	
		Crew Members	
	Promotions	Promotions	
	Footer	Footer	

03 Page Templates & Components

Page Templates (20)	Page Area	Components Available	Notes
Track Detail	Navigation	Navigation	
	Hero	Hero	
	Page Body	Title	
		Social Feed	
		Schedule: Track View	
		News & Media	
		Track Experience	
		Track Details	
		Track History	
		Social Trends	
		Media Gallery	
	Promotions	Small Promotion	Up to 4
	Footer	Footer	
Article	Navigation	Navigation	
	Page Body	Image	
		Video	
		Article	
		Related Links	
		Related Links Dynamic	
		Poll	
		Promotions	Small Promotion
	Footer	Footer	
Video Detail	Navigation	Navigation	
	Page Body	Video Player	
		Related Media	
		Related Media Dynamic	
	Promotions	Small Promotion	
	Footer	Footer	
Video Modal	Page Body	Video Player	
		Related Media	
		Related Media Dynamic	

03 Page Templates & Components

Page Templates (20)	Page Area	Components Available	Notes
General Modal	Modal Body	Image(s)	
		Article	
Drivers Hall of Fame	Navigation	Navigation	
	Page Body	Article	
		Media Gallery	
		Standings & Statistics	Also used for results (dynamic component from feed)
	Promotions	Small Promotion	
NASCAR Social Trends	Footer	Footer	
	Navigation	Navigation	
	Left Rail	Related Links Dynamic	
	Page Body	Social Trends	
	Promotions	Small Promotion	
Blog Post	Footer	Footer	
	Navigation	Navigation	
	Page Body	Menu List	
		Blog Post	
		Poll	
	Right Rail	Owner Profile	
		Related Links	
		Related Links Dynamic	
		Promotions	Small Promotion
	Community: Full Page	Footer	Footer
Navigation		Navigation	
Page Body		Community	
		Mission	
Promotions		Small Promotion	
	Footer	Footer	

03 Page Templates & Components

Page Templates (20)	Page Area	Components Available	Notes
Community with Right Rail	Navigation	Navigation	
	Page Body	Community	
		Mission	
	Right Rail	Related Links	
		Community	
	Promotions	Small Promotion	
	Footer	Footer	
HOF Driver Detail	Navigation	Navigation	
	Page Area	Article	
		Media Gallery	
		Standings & Statistics	
		Comments	
		Community	
	Promotion Small		
	Promotions	Small Promotion	
	Footer	Footer	
	Event Detail	Navigation	Navigation
Page Body		Media Gallery	
		Article	
Community		Who is attending	
Community		Fan Media	
Comments			
Promotions		Small Promotion	
Footer		Footer	

03 Page Templates & Components

Page Templates (20)	Page Area	Components Available	Notes
NASCAR EDU Landing	Navigation		
	Page Area	Blog Post	
		Text Promo	Small and large version
		Video Player	
		Experience Module 1	
		Experience Module 2	
		History/Timeline	
		Glossary	
		Related Links	
	Promotions	Small Promotion	
	Footer	Footer	
General Page	Navigation	Navigation	Template used to capture one main item per page.
	Page Area	Form	
		Text Promo	
		Article	
		Social Trends	
		Schedule Full	
		Standings & Statistics	
		Predictions	
		Table	
		List	
		Large Promotion	
		Poll	
	Right Rail	Text Promo	Not required
		Small Promotion	
		Related Links	
	Promotions	Small Promotion	
	Footer	Footer	

03 Page Templates & Components

Page Templates (20)	Page Area	Components Available	Notes
Glossary/FAQ	Navigation	Navigation	
	Page Body	Glossary/FAQ	
	Footer	Footer	

04 Component Library

04 Component Library

OVERVIEW

This section of the document defines all the components that will be available to the templates specific above. The following table lists each component that will be available in the system and defines all the content elements and metadata attributes associated with.

Different components, necessarily, have different elements based on the content that the component is managing. While all components share an essential set of metadata attributes to drive consistency on the site, sometimes different components will have different metadata attributes based on the kinds of content they have been designed to handle.

Key

[Value]	Information to be displayed on site from CMS, DAM, VMS
[Value]	Dynamic information based on feed or search query
[Value]	Metadata

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Pages	General Page	Creates a page to house components	Browser Title	User Entered	Text Field	Y	100	Alphanumeric	<title> tag for SEO. Appears in Browser Title Bar. Changes validated aside from audience
			Page Title	User Entered	Text Field	Y	100	Alphanumeric	For presentation on the page. Made field required
			Page Template	User Entered	Dropdown	Y	100	Alphanumeric	
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
			Page Description	User Entered	Text Field	Y	255	Alphanumeric	
			Series	Referenced	Radio Button	Y	10	Alphanumeric	
			Audience	User Entered	Dropdown	N	10	Alphanumeric	Marked for deletion. How will we power personalization without it?
			Review Required	User Entered	Radio Button	Y	10	NA	Default to Yes. Could be determined by role.
			Page Creator	System Generated	NA	Y	100	Numeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
			Publication Date/Time	System Generated	NA	Y	10	Numeric	
	Expiration Date/Tim	System Generated	NA	Y	10	Numeric			
	Series Homepage	Specialized page for series homepages.	Browser Title	User Entered	Text Field	Y	100	Alphanumeric	<title> tag for SEO. Appears in Browser Title Bar. Changes validated
			Page Template	User Entered	Dropdown	Y	100	Alphanumeric	
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
			Page Description	User Entered	Text Field	Y	255	Alphanumeric	
			Series	Referenced	Radio Button	Y	10	Alphanumeric	
			Review Required	User Entered	Radio Button	Y	10	NA	Default to Yes. Could be determined by role.
			Page Creator	System Generated	NA	Y	100	Numeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
Publication Date			User Entered	Calendar	Y	10	Numeric		
Expiration Date	User Entered	Calendar	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Pages	Driver Detail Page	Specialized page for driver detail pages.	Browser Title	User Entered	Text Field	Y	100	Alphanumeric	<title> tag for SEO. Appears in Browser Title Bar. Changes mostly validated with question about review required
			Page Title	User Entered	Text Field	Y	100	Alphanumeric	
			Page Template	User Entered	Dropdown	Y	100	Alphanumeric	Driver, Team, or Pit Crew
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
			Page Description	User Entered	Text Field	N	255	Alphanumeric	
			Series	Referenced	NA	Y	10	Alphanumeric	
			Team	Referenced	NA				
			Driver	User Entered	Text Field	Y	10	Alphanumeric	
			Review Required	User Entered	Radio Button	Y	10	NA	Default to No. Was marked for deletion.
			Page Creator	System Generated	NA	Y	100	Numeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Publication Date	System Generated	Calendar	Y	10	Numeric			
	Track Detail Page	Specialized page for track detail pages.	Browser Title	User Entered	Text Field	Y	100	Alphanumeric	<title> tag for SEO. Appears in Browser Title Bar. Changes Validated
			Page Title	User Entered	Text Field	Y	100	Alphanumeric	
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
			Page Description	User Entered	Text Field	Y	255	Alphanumeric	
			Track	User Entered	Dropdown	Y	255	Alphanumeric	
			Series	Referenced	Radio Button	Y	10	Alphanumeric	
			Review Required	User Entered	Radio Button	Y	10	NA	Default to Yes. Could be determined by role.
			Page Creator	System Generated	NA	Y	100	Numeric	
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date			System Generated	NA	Y	10	Numeric		
Publication Date	User Entered	Calendar	Y	10	Numeric				
Expiration Date	User Entered	Calendar	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Pages	Glossary/FAQ	Creates a page to house components	Browser Title	User Entered	Text Field	Y	100	Alphanumeric	<title> tag for SEO. Appears in Browser Title Bar
			Page Title	User Entered	Text Field	N	100	Alphanumeric	For presentation on the page
			Page Template	User Entered	Dropdown	Y	100	Alphanumeric	Glossary or FAQ
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
			Page Description	User Entered	Text Field	Y	255	Alphanumeric	
			Review Required	User Entered	Radio Button	Y	10	NA	Default to Yes. Could be determined by role.
			Page Creator	System Generated	NA	Y	100	Numeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
			Publication Date	User Entered	Calendar	Y	10	Numeric	
			Expiration Date	User Entered	Calendar	Y	10	Numeric	
Site Components	Dynamic Race Details	Component to display race details during a race.	Race Feed Details	NA	NA	Y	NA	NA	
			Call to Action 1 Image	User Entered	Browse	Y	100	Alphanumeric	
			Call to Action 1 Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Call to Action 1 Title	User Entered	Text Field	Y	100	Alphanumeric	Call to action for Racebuddy, Trackpass, etc.
			Call to Action 1 Target URL	URL	Text Field	Y	100		
			Call to Action 2 Image	User Entered	Browse	Y	100	Alphanumeric	
			Call to Action 2 Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Call to Action 2 Title	User Entered	Text Field	Y	100	Alphanumeric	Call to action for Racebuddy, Trackpass, etc.
			Call to Action 2 Target URL	URL	Text Field	Y	100		
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
			Publication Date	User Entered	Calendar	Y	10	Numeric	
			Expiration Date	User Entered	Calendar	Y	10	Numeric	

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Offseason Homepage Hero	Component for full-width hero on homepage.	Title	User Entered	Text Field	Y	100	Alphanumeric	Changes Validated
			Link Target	User Entered	Browse	Y	100	Alphanumeric	
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	Will function as primary call to action
			Hero Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	DAM	NA	Y	100	Alphanumeric	
			Description 1	User Entered	Text Field	Y	100	Alphanumeric	
			Description 2	User Entered	Text Field	Y	100	Alphanumeric	
			Description 3	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
	Revision Date	System Generated	NA	Y	10	Numeric			
	In-Season Homepage Hero	Component for in season hero on homepage.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Link Target	User Entered	Browse	Y	100	Alphanumeric	
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	Will function as primary call to action
			Hero Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	DAM	NA	Y	100	Alphanumeric	
			Description 1	User Entered	Text Field	Y	100	Alphanumeric	
			Description 2	User Entered	Text Field	Y	100	Alphanumeric	
			Description 3	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
Create Date			System Generated	NA	Y	10	Numeric		
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Race Preview	Component to preview next race in in-season hero	Dynamic Element	NA	NA	Y	NA	NA	Search Query that dynamically presents details including the following lines for the next race in the series.
			Race Title	User Entered	Text Field	Y	100	Alphanumeric	Will need to create component for each race
			Body Copy	User Entered	Text Field	Y	100	Alphanumeric	
			Race Image	DAM	Browse	Y	100	Alphanumeric	Will need image for each track in module
			Race Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Race Name	User Entered	Radio Button	Y	100	Alphanumeric	
			Date	User Entered	Calendar	Y	100	Alphanumeric	
			Time	User Entered	Text Field	Y	100	Alphanumeric	
			Network	User Entered	Radio Button	Y	100	Alphanumeric	
			Track Thumbnail	User Entered	Browse	N	100	Alphanumeric	
			Race Number	User Entered	Dropdown	Y	100	Numeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
	Revision Date	System Generated	NA	Y	10	Numeric			
	Social Feed	Component to display relevant social feeds on page.	Twitter Feeds	User Entered	Text Field	N	1000	Alphanumeric	Should be replicable to account for all appropriate feeds.
			Facebook Feeds	User Entered	Text Field	N	1000	Alphanumeric	Should be replicable to account for all appropriate feeds.
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	News & Media	Component to display news, popular, most recent, and customized by user. Including social feeds. Includes dynamic content based on tags for breaking news.	Title	User Entered	Text Field	Y	100	Alphanumeric	e.g., News & Media
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Featured News Item 1	User Entered	Browse	Y	100	Alphanumeric	Editor chooses item to highlight. Link should be Title of target, and thumbnail should be associated with target article.
			Featured News Item 2	User Entered	Browse	Y	100	Alphanumeric	Editor chooses item to highlight. Link should be Title of target, and thumbnail should be associated with target article.
			Featured News Item 3	User Entered	Browse	Y	100	Alphanumeric	Editor chooses item to highlight. Link should be Title of target, and thumbnail should be associated with target article.
			Author/Media Author	NA	NA	Y	NA	NA	From Article/Media Author metadata
			Media Thumbnail	NA	NA	Y	NA	NA	
			Media Thumbnail ALT Text	NA	NA	Y	NA	NA	From Target Page: Image/Video
			Sub Title	User Entered	Text Field	Y	100	NA	e.g., Breaking News
			Tags to Display	NA	NA	Y	NA	NA	Configurable Field to associate news for position in site
			Link Title	NA	NA	Y	NA	NA	From Target Page: Title
			Link Target	NA	NA	Y	NA	NA	Target Page
			Breaking News Item	NA	NA	N	NA	NA	Search Query that presents appropriate breaking news Can be personalized. Prioritize those tagged with "Is Featured"
			Link Title	NA	NA	Y	NA	NA	From Target Page: Title
			Link Target	NA	NA	Y	NA	NA	Target Page
			Twitter Feeds	User Entered	Text Field	Y	1000	Alphanumeric	Ability to enter multiple feeds to display tweets
			Facebook Feeds	User Entered	Text Field	Y	1000	Alphanumeric	Design says Twitter. Should account for ability to do both.
			Link Title	User Entered	Text Field	Y	99	Alphanumeric	Call to action
			Link Target	User Entered	Text Field	Y	101	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Standings & Statistics	Component to dynamically pull standings, results, statistics and other race, qualifying and practice data from feed in all the appropriate views.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Standings/Stats/Results Table	NA	NA	Y	NA	NA	Returns latest standings, statistics or results from feed
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	Call to action, e.g., view full standings
			Link Target	User Entered	Text Field	Y	101	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Predictions	Component to return predictions for next race of chase. Default should be chase.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Race Image	DAM	Browse	N	NA	NA	
			Image ALT Text	DAM	NA	N	100	Alphanumeric	
			Predictions Driver Name	NA	NA	NA	NA	NA	From Predictions Feed. Show X drivers
			Predictions Driver Percentage	NA	NA	NA	NA	NA	From Predictions Feed. Show X drivers
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	
Author	System Generated	NA	Y	100	Alphanumeric				
Create Date	System Generated	NA	Y	10	Numeric				
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Drivers	Component to present driver lists, such as the homepage and driver landing page.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Driver Team	NA	NA	NA	NA	NA	Search Query that presents appropriate drivers based on area of site and filter information. Driver cards populated from driver page metadata and stats feeds
			Driver Image	NA	NA	NA	NA	NA	
			Driver Image ALT Text	NA	NA	NA	NA	NA	
			Driver Name	NA	NA	NA	NA	NA	
			Driver Stats	NA	NA	NA	NA	NA	
			Driver News Description	NA	NA	NA	NA	NA	Displays description of latest news and media item that is tagged with the driver's name and appropriate series.
			Number of Drivers to Display	User Entered	Text Field	N	100	Alphanumeric	Configurable field
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	Call to Action to appropriate driver landing page
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	Link to driver landing page
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Coponents	Track Experience	Interactive component to display rich information about a track.	Module Header	User Entered	Text Field	Y	100	Alphanumeric	The Track Module from the Home Page. Formerly Experience Module 2.
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Title	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Text Field	Y	100	Alphanumeric	
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	
			Video	VMS	Browse	N	100	Alphanumeric	
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	
			Track Image	User Entered	Text Field	Y	100	Alphanumeric	
			Track Thumbnail	User Entered	Text Field	Y	100	Alphanumeric	
			Track Description	User Entered	Text Field	Y	255	Alphanumeric	
			Track Information Type	User Entered	Dropdown	Y	NA	NA	Victory Lane, Historical Moment, Accident. This and the copy should replicate and create multiple items
			Track Information Copy	User Entered	Text Field	Y	500	Alphanumeric	See above
			Length	User Entered	Text Field	Y	10	Alphanumeric	
			Capacity	User Entered	Text Field	Y	10	Numeric	
			Track Construction	User Entered	Text Field	Y	10	Alphanumeric	
			Banking	User Entered	Text Field	N	10	Alphanumeric	
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
			Series	User Entered	Dropdown	Y	100	Alphanumeric	
			Audience	User Entered	Dropdown	N	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Media Gallery	Component to present a collection of images and videos.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Tags to Display	User Entered	Text Field	Y	255	Alphanumeric	Should validate versus available metadata
			Media Thumbnail	NA	Browse	Y	100	Alphanumeric	Search Query that presents appropriate news and media items (main stories)
			Media Thumbnail ALT Text	NA	Browse	Y	100	Alphanumeric	
			Title	NA	Browse	Y	100	Alphanumeric	
			Source	NA	Browse	Y	100	Alphanumeric	NASCAR or Fan Name (from NASCAR Nation)
			Views	NA	Browse	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Social Trends	Formerly Social Buzz, component to show social trends from Facebook and Twitter.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Filter Text	User Entered	Text Field	Y	10	Alphabetic	Can be used multiple times
			Social Trend Topic	NA	NA	NA	NA	NA	Trending terms/hashtags related to NASCAR.
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Poll	A component to allow end user to vote and see results on homepage polls and polls in articles.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Poll Question	User Entered	Text Field	Y	100	Alphanumeric	
			Poll Option 1	User Entered	Text Field	Y	100	Alphanumeric	
			Poll Option 2	User Entered	Text Field	Y	101	Alphanumeric	
			Poll Option 3	User Entered	Text Field	Y	100	Alphanumeric	
			Poll Image	DAM	Browse	N	100	Alphanumeric	
			Poll Image ALT Text	DAM	NA	N	100	Alphanumeric	
			Social Results	NA	NA	N	NA	NA	Display users selecting each option
			Poll Results	NA	NA	N	NA	NA	Compiles results and displays once user votes
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	Past Polls
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
	Revision Date	System Generated	NA	Y	10	Numeric			
	Small Promotion Area	Component to display promotions to cross-link users to other pages on NASCAR.com.	Image/Media File	DAM	Browse	Y	100	Alphanumeric	In promotional container at foot of page. Four instances per page
			Image/Media ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Target Link	User Entered	Text Field	Y	100	Alphanumeric	
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Keywords	User Entered	Text Field	Y	255	Alphanumeric	
Author			System Generated	NA	Y	100	Alphanumeric		
Create Date			System Generated	NA	Y	10	Numeric		
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	List	Component to display of list of choices on Landing Pages.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			List Element	NA	NA	NA	NA	NA	Search Query to build menu lists for landing pages
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
			Publication Date	System Generated	Calendar	Y	10	Numeric	
			Expiration Date	System Generated	Calendar	Y	10	Numeric	
	Driver Hero	Hero component for Driver Detail to display imagery and basic information about driver.	Number	User Entered	Text Field	Y	100	Alphanumeric	Used only for Driver Detail
			Add Button	System Generated	System Generated	Y	100	NA	Add to My Drivers functionality
			Name	User Entered	Text Field	Y	100	Alphanumeric	
			Team	User Entered	Text Field	Y	100	Alphanumeric	
			Hero Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	DAM	NA	Y	100	Alphanumeric	
			Facebook Page	User Entered	Text Field	N	100	Alphanumeric	
			Twitter Feed	User Entered	Text Field	N	100	Alphanumeric	
			Sponsor Logo(s)	DAM	Browse	N	100	Alphanumeric	
			Sponsor Logo(s) ALT Text	User Entered	Text Field	N	100	Alphanumeric	
			Q & A Body Copy	User Entered	Text Field	Y	100	Alphanumeric	Used for entering the Driver info
			Driver Details	User Entered	Text Area	Y	255	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
Create Date	System Generated	NA	Y	10	Numeric				
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	EDU Experience Module	Component to show educational information about the car or other element of NASCAR.	Title	User Entered	Text	Y	100	Alphanumeric	Driver's car for x race for example on Driver Detail.
			Subtitle	User Entered	Text	N	100	Alphanumeric	
			Body Copy	User Entered	Text	Y	255	Alphanumeric	
			Image	DAM	Browse	Y	100	Alphanumeric	Replicable to account for multiple car styles
			Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Educational Copy	User Entered	Text Field	Y	255	Alphanumeric	Multiple points of copy required based on image map.
			Link Title	User Entered	Text Field	N	100	Alphanumeric	Call to Action
			Link Target	User Entered	Text Field	N	100	Alphanumeric	
			Race(s))	User Entered	Text Field	Y	100	Alphanumeric	Associated with car image. Replicates together with image
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Drop down	Y	100	Alphanumeric	
			Tags	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
	Revision Date	System Generated	NA	Y	10	Numeric			
	Large Promotion	Large promotional element (page-width) that can be used to promote pit crew pages and drivers' teams (for example).	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Background Image	DAM	Browse	Y	100	Alphanumeric	
			Background Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Text Field	Y	100	Alphanumeric	
			Link Text	User Entered	Text Field	Y	100	Alphanumeric	Call to Action
			Link URL	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Slideshow/Timeline	Component that can be used for driver timeline, pit crew education, etc.	Title (Year)	User Entered	Text Field	Y	100	Alphanumeric	
			Subtitle	User Entered	Text Field	Y	100	Alphanumeric	Multiple points of subtitle, copy, etc. should be available.
		Component consists of thumbnails that drive larger story points, like a timeline.	Teaser Text	User Entered	Text Field	N	100	Alphanumeric	Required for Pit Crew Education Instance
			Body Copy	User Entered	Text Field	Y	1000	Alphanumeric	
			Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
	Revision Date	System Generated	NA	Y	10	Numeric			
	Small Profile	Component to display information about team owner on Team Detail page. Can also be used for blogger profile or badge descriptions.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Owner(s) Subtitle	User Entered	Text Field	Y	100	Alphanumeric	
			Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Owner Body Copy	User Entered	Text Field	Y	1000	Alphanumeric	
			Sponsor Subtitle	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsor Name	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsor Image	DAM	Browse	Y	100	Alphanumeric	
			Sponsor Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Sponsors	Component to display team sponsors in carousel on team pages	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsor Name	User Entered	Text Field	Y	100	Alphanumeric	Should accommodate multiple sponsors.
			Sponsor Image	DAM	Browse	Y	100	Alphanumeric	
			Sponsor Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Crew Members	Component to display a list of a driver's full pit crew as tiles with links to bio and headshots. Module multiple instances of this component (one for each crew member)	Title	User Entered	Text Field	Y	100	Alphanumeric	Will need all this information for each crew member
			Crew Member Name	User Entered	Text Field	Y	100	Alphanumeric	
			Crew Member Title	User Entered		Y	100	Alphanumeric	
			Crew Member Image	DAM	Browse	Y	100	Alphanumeric	
			Crew Member Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Crew Member Bio Text	User Entered	Text Field	Y	1000	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Blog Post	Component to create blog posts with tags.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Post	User Entered	Rich Text Field	Y	Unlimited	Alphanumeric	Rich text should also include ability to include images
			Image/Media	DAM/VMS	Browse	N	100	Alphanumeric	Browse to DAM/VMS. Ability to include multiple
			Image/Media ALT Text	User Entered	Text Field	N	100	Alphanumeric	Entered in DAM or VMS
			Tags	User Entered	Text Field	N	100	Alphanumeric	Keywords. Comma separated
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Featured Content?	User Entered	Radio Button	Y	100	Alphanumeric	Use this to feature article in Homepage hero
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Article	Component for editorial news and copy, including inclusion of media or images.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Teaser Text/Subtitle	User Entered	Rich Text Field	N	100	Alphanumeric	
			Body Copy	User Entered	Rich Text Field	Y	Unlimited	Alphanumeric	
			Image/Media	DAM/VMS	Browse	N	100	Alphanumeric	User can browse to add multiple media files to article
			Pull Quote	User Entered	Text Field	N	255	Alphanumeric	
			Description	User Entered	Text Field	Y	255	Alphanumeric	
			Featured Content?	User Entered	Radio Button	Y	100	Alphanumeric	Use this to feature article in Homepage hero. Triggers Managing Editor approval (required)
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Video Player	Component for a self-contained video or podcast shown in modal.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Media	VMS	Browse	Y	100	Alphanumeric	
			Media ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Driver(s)	User Entered	Multiselect	Y	255	Alphanumeric	
			Description	User Entered	Text Field	Y	255	Alphanumeric	
			Featured Content?	User Entered	Radio Button	Y	100	Alphanumeric	Use this to feature article in Homepage hero
			Author	System Generated	NA	Y	100	Alphanumeric	
			Length	System Generated	NA	Y	10	Alphanumeric	
			Review Required	User Entered	Radio Button	Y	10	Alphanumeric	Default to yes. Could be determined by role.
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Photo	Component for a self-contained image	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Driver(s)	User Entered	Multiselect	Y	255	Alphanumeric	
			Description	User Entered	Text Field	Y	255	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Length	System Generated	NA	Y	10	Alphanumeric	
			Review Required	User Entered	Radio Button	Y	10	Alphanumeric	Default to yes. Could be determined by role.
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Pit Crew Hero	Component for full-width hero on Pit Crew	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Add Button	System Generated	System Generated	Y	100	NA	Add to My Pit Crews functionality
			Hero Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	DAM	NA	Y	100	Alphanumeric	
			Sponsor(s) Image	DAM	NA	N	100	Alphanumeric	Multiple Sponsors will be required
			Sponsor(s) ALT Test	DAM	NA	N	100	Alphanumeric	Multiple Sponsors will be required
			Social Copy	User Entered	Text Field	N	100	Alphanumeric	
			Facebook Page	User Entered	Text Field	N	100	Alphanumeric	
			Twitter Feed	User Entered	Text Field	N	100	Alphanumeric	
			Description 1	User Entered	Text Field	Y	100	Alphanumeric	
			Description 2	User Entered	Text Field	Y	100	Alphanumeric	
			Description 3	User Entered	Text Field	Y	100	Alphanumeric	
			Description 2	User Entered	Text Field	Y	100	Alphanumeric	
			Description 3	User Entered	Text Field	Y	100	Alphanumeric	
			Description 4	User Entered	Text Field	Y	100	Alphanumeric	
			Description 5	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
Create Date	System Generated	NA	Y	10	Numeric				
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Tracks	Component to present Tracks lists as on Track landing page.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Race List	NA	NA	NA	NA	NA	Search Query that presents appropriate race list based on the track on which race has to happen. Tracks accordian are populated from Tracks detail page metadata and Schedule feeds
			Race Time and Date	NA	NA	NA	NA	NA	
			Winner	NA	NA	NA	NA	NA	
			Race Info	NA	NA	NA	NA	NA	
			Broadcast Info	NA	NA	NA	NA	NA	
			Track Type	System Generated	System Generated	Y	100	NA	Add to My Tracks functionality
			Track color	User Entered					
			Add Button	System Generated	System Generated	Y	100	NA	Add to My Tracks functionality
			Number of Tracks	User Entered	Text Field	N	100	Alphanumeric	Configurable field
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	Call to Action to appropriate driver landing page
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	Link to driver landing page
	Author	System Generated	NA	Y	100	Alphanumeric			
	Create Date	System Generated	NA	Y	10	Numeric			
	Revision Date	System Generated	NA	Y	10	Numeric			
	Track Hero	Hero component for Track Detail to display imagery and basic information about Track.	Track Thumbnail	User Entered	Browse	Y	100	Alphanumeric	Should be browsed for the path from the look up for fetching track name,location and thumbnail
			Track Name						
			Add Button	System Generated	System Generated	Y	100	NA	Add to My Tracks functionality
			Track Location	User Entered	Text Field	Y	100	Alphanumeric	
			Hero Image	DAM	Browse	Y	100	Alphanumeric	
			Image ALT Text	DAM	NA	Y	100	Alphanumeric	
			Facebook Page	User Entered	Text Field	N	100	Alphanumeric	
			Social	User Entered	Text Field	N	100	Alphanumeric	
Author			System Generated	NA	Y	100	Alphanumeric		
Create Date	System Generated	NA	Y	10	Numeric				
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Schedule: Track View	Component to display a schedule of races at a particular track along with at track events on the day of the race.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Date	User Entered	Text Field	Y	20	Alphanumeric	
			Time	User Entered	Text Field	Y	20	Alphanumeric	
			Series	User Entered	Drop Down	Y	100	Alphanumeric	
			Race	User Entered	Drop Down	Y	100	Alphanumeric	
			Winner	NA	NA	NA	NA	NA	Pull from results feed if race has passed
			Race Detail Title	User Entered	Text Field	Y	100	Alphanumeric	
			Race Day Event 1	User Entered	Text Field	Y	100	Alphanumeric	Can add multiple race day events
			Time	User Entered	Text Field	Y	100	Alphanumeric	
			Location	User Entered	Text Field	Y	100	Alphanumeric	
			Track View Map Image	DAM	Browse	Y	100	Alphanumeric	
			Track View Map Image ALT Text	User Entered	Browse	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Track Details	Component used to capture things about each track that make it unique and give it personality. Also a way to give tailgating and other fan experiences overview.	Title	User Entered	Text Field	Y	100	Alphanumeric	Track detail module
			Subtitle	User Entered	Text Field	Y	100	Alphanumeric	4 components in this module with same attributes
			Image	DAM	Browse	Y	NA	Alphanumeric	
			Image ALT Text	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Text Field	Y	100	Alphanumeric	
			Target URL	User Entered	Text Field	Y	100	Alphanumeric	
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Audience	User Entered	Dropdown	N	100	Alphanumeric	
			Track Thumbnail	DAM	Browse	Y	NA	NA	
			Track Thumbnail Alt text	User Entered	Text Field	Y	100	Alphanumeric	
Author	System Generated	NA	Y	100	Alphanumeric				
Create Date	System Generated	NA	Y	10	Numeric				
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Schedule: Full	Component to display a schedule of races for each series	Track	User Entered	Drop Down	Y	100	Alphanumeric	
			Date	User Entered	Calendar	Y	20	Alphanumeric	
			Time	User Entered	Text Field	Y	20	Alphanumeric	
			Series	User Entered	Drop Down	Y	100	Alphanumeric	
			Race	User Entered	Drop Down	Y	100	Alphanumeric	
			Broadcaster	User Entered	Radio Button	Y	100	Alphanumeric	
			Winner	NA	NA	NA	NA	NA	Pull from results feed if race has passed
			Race Logo	DAM	Browse	Y	100	Alphanumeric	
			Race Logo ALT Text	User Entered	Browse	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Carousel	Component to add multiple components, such as driver and homepage heroes, to a carousel element	Carousel Item 1	User Entered	Browse	Y	100	Alphanumeric	
			Carousel Item 2	User Entered	Browse	Y	100	Alphanumeric	
			Carousel Item 3	User Entered	Browse	Y	100	Alphanumeric	
			Carousel Item n	User Entered	Browse	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Related Links	Content type to capture related and articles for non personalized experience	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Rich Text Area	N	255	Alphanumeric	
			Link Image	DAM	Browse	N	NA	NA	
			Link Image ALT Text	User Entered	Text Field	N	100	Alphanumeric	
			Link Title 1	User Entered	Text Field	Y	100	Alphanumeric	There should be as many as x of these link groupings
			Target URL 1	User Entered	Text Field	Y	100	Alphanumeric	
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Related Media	Related videos and images for non-personalized experience.	Title	Text Field	Text Field	Y	100	Alphanumeric	
			Body Copy	Rich Text Area	Rich Text Area	N	255	Alphanumeric	
			Link Title 1	User Entered	Text Field	Y	100	Alphanumeric	There should be as many as x of these link groupings
			Target URL 1	User Entered	Text Field	Y	100	Alphanumeric	
			Image/Media	DAM/VMS	Browse	Y	100	Alphanumeric	
			Image/Media ALT Text	User Entered	Text Field	Y	100	Alphanumeric	Generated from DAM
			Link Copy 1	User Entered	Text Field	N	100	Alphanumeric	
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Related Links Dynamic	Content type to capture related links dynamically based on search query or lists or for personalized experience	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Rich Text Area	N	255	Alphanumeric	
			Related Links	NA	NA	Y	NA	NA	Search Query that presents appropriate links
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
			Publication Date	User Entered	Text Field	Y	10	Numeric	
	Expiration Date	User Entered	Text Field	N	10	Numeric			
	Related Media Dynamic	Content type to capture related media dynamically based on search query or lists or for personalized experience	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Rich Text Area	N	255	Alphanumeric	
			Related Media	NA	NA	Y	NA	NA	Search Query that presents appropriate links
			Description	User Entered	Text Field	Y	100	Alphanumeric	
			Series	User Entered	Multiselect	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date			System Generated	NA	Y	10	Numeric		

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Glossary Item/FAQ	Specialized content type to capture glossary terms and FAQ.	Glossary Term/Question	User Entered	Text Field	Y	100	Alphanumeric	
			Definition/Answer	User Entered	Rich Text Area	Y	5000	Alphanumeric	
			Image	User Entered	Browse	N	100	Alphanumeric	
			Image ALT Text	User Entered	Text Field			Alphanumeric	
			Author	System Generated		Y	100	Alphanumeric	
			Create Date	System Generated		Y	10	Numeric	
			Revision Date	System Generated		Y	10	Numeric	
			Publication Date	User Entered	Text Field	Y	10	Numeric	
			Expiration Date	User Entered	Text Field	N	10	Numeric	
	Text Promo	Component to allow for the creation of small text promos	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Text Area	Y	255	Alphanumeric	
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Table	Component used to manually build stats and results tables until feed is ready.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Number of Columns	User Entered	Drop Down	Y	10	Numeric	
			Number of Rows	User Entered	Drop Down	Y	10	Numeric	
			Column Header(s)	User Entered	Text Field	Y	100	Alphanumeric	
			Cell(s)	User Entered	Text Field	Y	100	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
	Revision Date	System Generated	NA	Y	10	Numeric			
	Comments	Component to capture user comments on a article, video, blog post, etc.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Instructional Text	User Entered	Text Field	Y	255	Alphanumeric	
			Comment Text	Fan Entered	Text	N	Unlimited	Alphanumeric	
			Liked?	Fan Entered	Flag	N	NA	NA	
Author			System Generated	NA	Y	100	Alphanumeric		
Create Date			System Generated	NA	Y	10	Numeric		

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Site Components	Form	Component to allow the creation of forms for login, registration, etc.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Instructional Text	User Entered	Text Field	Y	255	Alphanumeric	
			Form Label	User Entered	Text Field	Y	100	Alphanumeric	Replicable to as many as required
			Form Field Type	User Entered	Dropdown	Y	100	Alphanumeric	Replicable to as many as required
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
Community Components	Community	Component to create containers for community content	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Community Content	NA	NA	NA	NA	NA	Dynamic element to display appropriate community content.
			Is Featured?	User Entered	Checkbox	N	10	Alphanumeric	
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	
	Mission	Component to feature NASCAR Nation Missions which are managed in CMS	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Sponsorship Body Copy	User Entered	Text Field	N	100	Alphanumeric	
			Sponsorship Logo	User Entered	Browse	N	100	Alphanumeric	
			Sponsorship Link Target	User Entered	Text Field	N	100	Alphanumeric	Opens link in separate window to sponsor site
			Title	User Entered	Text Field	Y	100	Alphanumeric	
			Body Copy	User Entered	Text Field	Y	255	Alphanumeric	
			Link Title	User Entered	Text Field	Y	100	Alphanumeric	
			Link Target	User Entered	Text Field	Y	100	Alphanumeric	
			Community Activity	NA	NA	NA	NA	NA	Shows community engagement with mission
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
Revision Date	System Generated	NA	Y	10	Numeric				

04 Component Library

Component Class	Component	Description	Element	Source	Control/Field Type	Required?	Maximum Char Count	Character Set	Notes
Fantasy Components	Fantasy Entries	Component to display entries and leagues from fantasy.	Title	User Entered	Text Field	Y	100	Alphanumeric	
			Fantasy Table	NA	NA	NA	NA	NA	From Fantasy.
			Author	System Generated	NA	Y	100	Alphanumeric	
			Create Date	System Generated	NA	Y	10	Numeric	
			Revision Date	System Generated	NA	Y	10	Numeric	

05 User Profile Attributes

05 User Profile Attributes

OVERVIEW

This section of the document identifies the attributes that will be available to be applied to our fans' user profile for purchases on the site, fantasy games and NASCAR Nation.

It classifies each piece of fan information based on its source. That is, whether a user registers directly on the site or using Facebook Connect. It also lists the information that will be optionally requested of fans when they set up their profiles for NASCAR Nation.

Finally, it captures the information needed to be stored about our fans based on the products and services that they have purchased (e.g., Trackpass, etc.).

05 User Profile Attributes

Class	Element	Source	Required?	Notes
Facebook Connect	Name	Facebook	Y	If a user chooses to register using Facebook Connect, this information will be provided. All but E-Mail Address is the default.
	Profile Picture	Facebook	Y	
	Gender	Facebook	Y	
	User ID	Facebook	Y	
	E-Mail Address	Facebook	Y	Additional authorization by Facebook user will be required.
NASCAR.com Registration	Screen Name	User Profile	Y	If a user chooses to register directly from NASCAR.com, this information will be requested.
	E-mail Address	User Profile	Y	
	Password	User Profile	Y	
NASCAR.com Profile	Address 1	User Profile	N	This information can be managed by the user by editing their profile. None are required. Users can either choose
	Address 1	User Profile	N	
	City	User Profile	N	
	State	User Profile	N	
	ZIP	User Profile	N	
	Gender	User Profile	N	
	Birthday	User Profile	N	
	My Drivers	User Profile	N	This information can be managed by the user by editing their profile. None are required. Users can either choose
	My Tracks	User Profile	N	Users can either choose favorite drivers by editing their profile directly or by interacting with the site (Add to My favorite drivers by editing their profile directly or by interacting with the site (Add to My Drivers)
	My Fantasy Drivers	NASCAR Fantasy	N	This will required data integration from the Fantasy engine.
	My Fantasy Leagues	NASCAR Fantasy	N	
	My Fantasy Entries	NASCAR Fantasy	N	
	Gender	User Profile	N	
	Newsletter Subscriptions	User Profile	N	Multiple newsletters and permissions.
	Partner Offers	User Profile	N	Partner emails
	My Favorites	User Profile	N	Bookmarks for videos, blog posts, forum threads, etc.
	Alerts	User Profile	N	Alerts that user has subscribed to based on metadata and community activity
	Personalized News & Media Topics	User Profile	N	Alerts that user has subscribed to based on metadata and community activity
	Twitter Account	User Profile	N	Provides ability to link user profile to Twitter account
	Google+ Account	User Profile	N	Provides ability to link user profile to Google+ account
Facebook Account	User Profile	N	Provides ability to link user profile to Facebook account if user did not register using Facebook connect.	
Blog & Forum Post Settings	User Profile	N		
Forum Thread Settings	User Profile	N		

05 User Profile Attributes

Class	Element	Source	Required?	Notes
NASCAR Nation	Photos	NASCAR Nation	N	All the photos a user has uploaded to NASCAR Nation
	Activity Level	NASCAR Nation	N	Comments, Likes, Shares, Favorites, Driver
	Social Status	NASCAR Nation	N	5 Levels based on Activity Level
	Blog Posts	NASCAR Nation	N	All the user's blog posts
	Missions	NASCAR Nation	N	All the user's missions
	Badges	NASCAR Nation	N	All the user's badges
	Comments	NASCAR Nation	N	All the user's comments to stories and blog posts.
	Profile Picture	NASCAR Nation	N	This can replace the Facebook connect profile picture.
	My Crew	NASCAR Nation	N	Other NASCAR Nation members that the user has chosen to follow.
My Notifications	NASCAR Nation	N	Notifications that someone has commented on a user's post	
Account Details	My Products	User Account	N	Subscriptions to paid services. These fields are only required if a user pays to subscribe to any of the enhanced viewing services.
	Address	User Account	N	
	Payment Details	User Account	N	

06 CMS Branching Structure & Taxonomy

06 CMS Branching Structure and Taxonomy

OVERVIEW

This section of the document builds on the fan-facing taxonomy that a user experiences mainly through the site navigation. This structure, however, is meant to provide a system view and does not include the additional structure that will be provided by tagging content with metadata (see Section 7). Instead, this section shows how the CMS user will navigate the site structure within the system.

For example, content will be identified for specific Series' using metadata rather than the branching structure. If a driver races in both the Nationwide and Camping World Truck series, the CMS user would only create the driver detail page once in the "Drivers" branch, rather than creating multiple instances of an identical page.

This branching structure, therefore, is agnostic of the three main serieses, with the exception of Home Tracks, which follows a different structure and hierarchy altogether.

06 CMS Branching Structure & Taxonomy

Level 1 [Branch]	Level 2 [Language/Locale]	Level 3 [Category]	Level 4 [Subcategory]	Notes
NASCAR.com				
	en_us			
		News & Media		Appropriate news for each series will be driven by metadata attributes. This way, items can apply to multiple series (i.e., Sprint Cup Series, Nationwide Series, and Camping World Truck Series)
		Drivers		Appropriate drivers for each series will be driven by metadata attributes
			Teams	
		Schedule		A separate schedule page for each series should be created
			Tracks	Appropriate tracks for each series will be driven by metadata attributes
		Standings		A separate standings page for each series should be created
		Stats		A separate standings page for each series should be created
		NASCAR Nation		
			NASCAR Edu	
		Home Tracks		This branching structure treats Home Tracks as separate from the three main series. Once in Home Tracks, metadata will drive series attribution (i.e., K&N Pro East, K&N Pro West, Canadian Tire, Mexico, Whelen Modified, Whelen Southern Mod, and Whelen All American)
			News	
			Schedule & Results	
			Standings	
			Drivers	
			History	
			Next Nine	
			Tracks	
		Trackpass		
		Tickets		
		Fantasy & Games		
			Fantasy Live	
			Streak to the Finish	
			Fantasy Face Off	
			Sweepstakes	
			NASCAR iRacing.com Series	
			Games	
		Registration		
		Profile		
		Help		
		Contact Us		
		Legal		
		Advertising		

06 CMS Branching Structure & Taxonomy

Level 1 [Branch]	Level 2 [Language/Locale]	Level 3 [Category]	Level 4 [Subcategory]	Notes
		About NASCAR		
			Jobs	
			Pressroom	
		Official Sponsors		
	es_us			
		[Sub-Branches]		Spanish instance should mirror English instance.

07 Metadata Restricted Values and Defaults

07 Metadata Restricted Values and Defaults

OVERVIEW

This section of the document specifies those metadata values that will use a controlled vocabulary. That is, these values will be selected when tagging components or pages by the CMS user to identify where the specific piece of content applies (i.e., to the Sprint Cup Series, to the Nationwide Series, or perhaps to both).

Using metadata in addition to the basic site structure defined above from a system perspective will allow content to be published in a more “intelligent” way and will help enable personalization of particular content components.

The following table lists those metadata attributes along with the values that should be available to the user for each attribute. Any default values are indicate in bold.

Please note the list of drivers for each series and the list of teams are based on information that was gathered the week following the Daytona 500 and are subject changes. However, new drivers can easily be added to the existing structure.

07 Metadata Restricted Values & Defaults

Field/Tag	Values (Defaults in Bold)	Series			Notes
		SC	NW	CWT	
Series					
	Sprint Cup Series				
	Nationwide Series				
	Camping World Truck Series				
Track					
	Atlanta	X	X	X	2012 Tracks May need adjusting for 2013
	Bristol	X	X	X	
	Charlotte	X	X	X	
	Chicagoland	X	X	X	
	Darlington	X	X		
	Daytona Beach	X	X	X	
	Dover	X	X	X	
	Fontana	X	X		
	Homestead	X	X	X	
	Indianapolis	X			
	Iowa		X	X	
	Kansas City	X	X	X	
	Kentucky	X	X	X	
	Las Vegas	X	X	X	
	Martinsville	X	X	X	
	Michigan	X	X	X	
	Montreal		X		
	New Hampshire	X	X		
	Phoenix	X	X	X	
	Pocono	X		X	
	Rockingham			X	
	Road America		X		
	Richmond	X	X		
	Sonoma	X			
	Talladega	X	X	X	
	Texas	X	X	X	
	Watkins Glen	X			
Driver					
	[Drivers from NASCAR Database]	X	X	X	

07 Metadata Restricted Values & Defaults

Field/Tag	Values (Defaults in Bold)	Series			Notes
		SC	NW	CWT	
Sprint Cup Races					2012 Races. May need adjusting for 2013
	Budweiser Shootout	X			
	Gatorade Duel 1	X			
	Gatorade Duel 2	X			
	Daytona 500	X			
	Subway Fresh Fit 500	X			
	Kobalt Tools 400	X			
	Food City 500	X			
	Auto Club 400	X			
	Goody's Fast Relief 500	X			
	Samsung Mobile 500	X			
	STP 400	X			
	Richmond 400	X			
	Aaron's 499	X			
	Southern 500	X			
	Sprint Showdown	X			
	NASCAR Sprint All-Star Race	X			
	Coca-Cola 600	X			
	Dover 400	X			
	Pocono 400	X			
	Michigan 400	X			
	Toyota/Save Mart 350	X			
	Quaker State 400	X			
	Coke Zero 400 Powered By Coca-Cola	X			
	Lenox Industrial Tools 301	X			
	Crown Royal Your Hero's Name Here 400 at The Brickyard	X			
	Pennsylvania 400	X			
	Heluva Good! Sour Cream Dips at The Glen	X			
	Pure Michigan 400	X			
	Irwin Tools Night Race	X			
	AdvoCare 500	X			
	Wonderful Pistachios 400	X			
	GEICO 400	X			
	Sylvania 300	X			

07 Metadata Restricted Values & Defaults

Field/Tag	Values (Defaults in Bold)	Series			Notes
		SC	NW	CWT	
	AAA 400	X			
	Good Sam Club 500	X			
	Bank of America 500	X			
	Hollywood Casino 400	X			
	TUMS Fast Relief 500	X			
	AAA Texas 500	X			
	Phoenix 500	X			
	Ford 400	X			
Nationwide Races					2012 Races. May need adjusting for 2013
	DRIVE4COPD 300		X		
	Bashas' Supermarkets 200		X		
	Sam's Town 300		X		
	Ford EcoBoost 300		X		
	Royal Purple 300		X		
	O'Reilly Auto Parts 300		X		
	Richmond 250		X		
	Aaron's 312		X		
	VFW Sport Clips Help a Hero 200		X		
	Iowa Spring 250		X		
	History 300		X		
	5-hour ENERGY 200		X		
	Alliance Truck Parts 250		X		
	Road America 200		X		
	Feed The Children 300		X		
	Subway Jalapeno 250 Powered By Coca-Cola		X		
	New England 200		X		
	STP 300		X		
	Indy 250		X		
	Iowa Summer 250		X		
	Watkins Glen 200		X		
	NAPA Auto Parts 200		X		
	Food City 250		X		
	Atlanta 300		X		
	Nationwide 250		X		

07 Metadata Restricted Values & Defaults

Field/Tag	Values (Defaults in Bold)	Series			Notes
		SC	NW	CWT	
	Dollar General 300 Powered By Coca-Cola		X		
	Kentucky 300		X		
	Dover 200		X		
	Dollar General 300		X		
	Kansas Lottery 300		X		
	O'Reilly Auto Parts Challenge		X		
	Wypall 200		X		
	Ford 300		X		
Camping World Truck Series Races					2012 Races. May need adjusting for 2013
	NextEra Energy Resources 250			X	
	Kroger 250			X	
	Good Sam Roadside Assistance Carolina 200			X	
	SFP 250			X	
	North Carolina Education Lottery 200			X	
	Lucas Oil 200			X	
	WinStar World Casino 400k			X	
	UNOH 225			X	
	Iowa 200			X	
	Chicagoland 225			X	
	Pocono Mountains 125			X	
	MIS 200			X	
	Volunteer 200			X	
	Atlanta 200			X	
	Iowa Speedway 200			X	
	Kentucky 200			X	
	Las Vegas 350			X	
	Coca-Cola 250 Powered by Fred's			X	
	Kroger 200			X	
	WinStar World Casino 350k			X	
	Phoenix 150			X	
	Ford 200			X	
Teams					
	[Pull Teams from NASCAR Database]	X	X	X	

07 Metadata Restricted Values & Defaults

Field/Tag	Values (Defaults in Bold)	Series			Notes
		SC	NW	CWT	
Owners	[Pull Owners from NASCAR Database]	x	x	x	
Crew Chiefs	[Pull Crew Chiefs from NASCAR Database]	x	x	x	
Sponsors	[Pull Sponsors from NASCAR Database]	x	x	x	
Manufacturer	Chevrolet	X	X	X	
	Dodge	X	X	X	
	Ford	X	X	X	
	Toyota	X	X	X	
Audience	Avid				
	Casual				
Home Tracks Series/Tours	K&N Pro East				
	K&N Pro West				
	Canadian Tire				
	Euro Racecar				
	Mexico				
	Whelen Modified				
	Whelen Southern Modified				
	Whelen All-American				