

# 2014 FEATURES PENNZOIL CONTENT CALENDAR

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

## MOTORSPORTS

2014 NASCAR SEASON COVERAGE

SPRINT CHASÉ BEGINS

NOV

HELIO CASTRONEVES AND JOEY LOGANO ENDORSEMENT VIDEOS

MAY

PUREPLUS PAINT OUT AND YELLOW SUBMARINE 25.0

BREAKING BARRIERS CONTENT AND TRAILER 04.17 - 05.07

MARCH

APRIL

MAY/APRIL

MAY

LAND SPEED RECORD

DOCUMENTARY PREMIERE NY AUTO SHOW 16.0  
PRESS RELEASE OUT 08.0

DOCUMENTARY FULL TV BROADCAST 07.0  
DOCUMENTARY CHAPTERS RELEASED ON YOUTUBE MID MAY

MARCH

MARIO KARTING REIMAGINED

APRIL

MAY

GAS TO BOTTLE 00:30 17.0

COMPLETE PROTECTION 00:30 01.0  
COMPLETE PROTECTION FUEL ECONOMY 00:15 01.0  
COMPLETE PROTECTION CLEANER PISTONS 00:15 01.0  
GAS TO BOTTLE 00:15 01.0

MAY

BEHIND THE SCENES

FEB

EMPLOYEE EXCITEMENT 25.0

SIZZLE

HENNESSEY

SRT

MONTHLY

ENDORSEMENT VIDEOS

TIM MCGRAW

HELIO CASTRONEVES

JOEY LOGANO

PENSKE

SHELL

JIFFY LUBE

## TIM MCGRAW

SUPPLEMENTAL SOCIAL CONTENT

SOCIAL GIVEAWAYS

BREAKING BARRIERS PREMIERE NY AUTO SHOW 16.0

APRIL

MAY

MAY \ JUNE

BREAKING BARRIERS TV PREMIER 07.0

iHEART RADIO

SEPT

TIM MCGRAW TOUR BEGINS

