

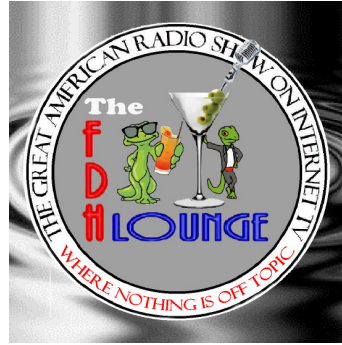
FANTASY RACING DRAFTOLOGY 2016

A collective presentation of:
FANTASYDRAFT HELP.COM,
THE FDH LOUNGE &
SPORTSOLOGY under the
banner of **THE 21ST CENTURY**
MEDIA ALLIANCE

January 28, 2016

**RICK MORRIS/MIKE PTAK/
JASON JONES/RUSS COHEN/**

Here's **THE FANTASYDRAFTHELP.COM INSIDER** previewing the 2016 Fantasy NASCAR season with a mock draft and the analysis of FDH Motorsports Editor Mike Ptak:
<http://thefdhlounge.blogspot.com/2016/01/lounge-on-youtube-2016-nascar-fantasy.html>



**FANTASY RACING -
AND SO MUCH MORE**

**Evaluating Production
Across a Spectrum:
Lessons of "The Stat"**



Draft Board Decoder

The FantasyDrafthelp.com draft board contains all the relevant information you need right at your fingertips.

* Players are color-coded by their value by round in a 12-team draft. 1st round is gold, 2nd round silver and 3rd round is bronze.

* The "Exp" column shows how players ranked on an "Experts Draft Board" compilation of other leading industry sources. The "UQB" column shows how each player performed on our standard deviation from the mean statistic in 2014 (stat details to the right).

* The placement of each driver in the final standings for the past three seasons is listed, with numbers shaded in grey indicating the Chase for the Championship. The ranking for each driver on the five different types of tracks over the past season is shown also as compiled on our aforementioned standard deviation from the mean statistic.

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Our "UQB" (Ultimate Quantitative Baseline) category on our draft board calculates the standard deviation from the mean for all drivers. In simple English, imagine a spectrum going across from left to right, with negative numbers on the left side, a "zero" in the middle and positive numbers on the right side.

We use this statistic for football, baseball, basketball, hockey and hoops as well as NASCAR. For NASCAR, we use a breakdown of how each driver has fared on each track type, with the numbers weighted proportionally to reflect the number of races held on each track type.

A driver's performance in each category is plotted on one of these spectrums, with the most valuable players putting up most of their numbers on the most of their numbers on the positive side. Then, we add up the totals of every category, positive and negative. By using this tool, we can identify not merely how they performed, but how valuable their performances were in each category. Truly, this statistic serves as the ultimate baseline for the previous season's production.

Full Spectrum of Racing Coverage

You are reading the latest incarnation of what had once been known as FANTASY NASCAR DRAFTOLOGY. The horizon has now been broadened with the inclusion of IndyCar, Formula One and NHRA draft boards and suggested league guidelines. We have covered all of these sports previously as part of our niche sports banner. We are proud to present our unified racing coverage here, demonstrating how to win with value everywhere. These strategies are universal across different sports.

FantasyDraftHelp.com/NASCAR/

FANTASY RACING DRAFTOLOGY 2016 Page 2

Drivers	UQB	Rk	Exp	15 Rk	14 Rk	13 Rk	Interm-24	Restr-6	Short-6	Super-4	Road-2
1 Kyle Busch	148	5T	2	1	10	4	8T	10	1	8	1
2 Kevin Harvick	188	1	1	2	1	3	3T	2	5	3	3T
3 Jimmie Johnson	127	8	4	10	11	1	13	3	4	2	6
4 Brad Keselowski	148	5T	5T	7	5	14	1	12T	15		11T
5 Joey Logano	179	2	3	6	4	8	2	4	9	9	2
6 Matt Kenseth	108	12	5T	15	7	2	7	18	12T		10
7 Kurt Busch	160	3	10	8	12	10	5T	5	12T	4	3T
8 Dale Earnhardt Jr	155	4	9	12	8	5	8T	1	8	1	7
9 Carl Edwards	124	10T	7	5	9	13	5T	14T	10T		20
10 Denny Hamlin 1X	126	9	8	9	3	23	11	6	3	6	18T
11 Martin Truex Jr	140	7	11	4	24	16	3T	7	17	10	
12 Ryan Newman	124	10T	13	11	2	11	10	8	6	11T	9
13 Kasey Kahne 2X	54	15	12	18	15	12	14	20	14		
14 Jamie McMurray	85	13	14	13	18	15	12		2	19	
15 Chase Elliott			15								
16 Clint Bowyer	51	16	16T	16	19	7	20	17	10T	7	5
17 Tony Stewart	2		16T	28	25	29			20		
18 Ryan Blaney			20								

Fantasy NASCAR Suggested League Guidelines

The best way to organize a league is by allocating talent through a six-round standard serpentine draft with six owners. Teams accumulate the sum total of the NASCAR points earned by each driver throughout the course of the season, with no transactions made. Additionally, bonus points are awarded for the top five racers in the final standings:

1. 1000 points
2. 750 points
3. 500 points
4. 250 points
5. 125 points.

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The FDH Lounge: Nothing is Off-topic. Nothing.

DRAFTOLOGY GUIDES

We publish a series of guides such as this through the year as a partnership between Sportsology, The FDH Lounge, FantasyDrafthelp.com and other entities under the banner of The 21st Century Media Alliance. Fantasy Racing (late January), Fantasy Baseball (early February), NFL Draft (mid-April), NHL Entry Draft (mid-June), NBA Draft (mid-June), Fantasy Football (late July), Fantasy Hockey (mid-September), Fantasy Hoops (mid-October).

FANTASY RACING DRAFTOLOGY 2016 Page 3

Drivers				15 Rk	14 Rk	13 Rk	Interm- 24	Restr- 6	Short- 6	Super- 4	Road- 2
19 <u>Austin Dillon 3X</u>	35	19	18	21	20		19	11		13	
20 Paul Menard	74	14	19	14	21	17	16	9	18	5	11T
21 Greg Biffle	33	20	21	20	14	9	17	19		18	15T
22 <u>Aric Almirola 4X</u>	49	17	22	17	16	18	18		7	15	14
23 AJ Allmendinger			23	22	13	35					
24 Ricky Stenhouse Jr	15	23	24	25	27	19		14T		17	
25 Ty Dillon			25T								
26 Danica Patrick	3	25		24	28	27					15T
27 Chris Buescher											
28 Casey Mears	21	22	25T	23	26	24		12T		14	
29 Trevor Bayne	2		25T	29							18T
30 Brian Scott											
31 Cole Whitt	7	24		31	31					16	17
32 <u>Matt DiBenedetto 5X</u>				35							

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You don't believe that
The FDH Lounge delivers unmatched variety? Silly you. Here's a few guest combos we've had in our first 150+ episodes:

* Former NFL quarterback/gambling addition awareness activist Art Schlichter and former MLB All-Star Sean Casey
* Ziggy cartoonist Tom Wilson and film critic Ben Lyons
* Mad Magazine writer and gadget guru Dick DeBartolo and NFL star Dhani Jones
* Legendary singer/ songwriter John Oates and author/concussion awareness activist Christopher Nowinski
* Investigative journalist Diane Dimond and NFL Films President Steve Sabol
* Fox Business Network host Eric Bolling and MLB legend Tommy John
* NFL on CBS football analyst Charley Casserly and a reunion of the Original Midnight Express tag team

Don't Be That Guy in Fantasy NASCAR This Year!

Don't Be That Guy that "marks out" for his favorite driver. If that driver happens to be a good "value pick" on the board, so be it. But if you reach for a driver for personal reasons, you'll live to regret it. More than in any other sport, fantasy NASCAR owners make foolish picks for reasons of personal fanhood and smart competitors always benefit ... **Don't Be That Guy that doesn't pay enough attention to track types when drafting.** You can't win without a number of drivers who run strong on intermediate-length tracks, because they account for 2/3 of the races — but keep your team balanced overall aside from that ... **Don't Be That Guy that overrates "Little E."** You know who you are!

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INDYCAR

TOP TIER

- 1 Juan Pablo Montoya
 - 2 Will Power
 - 3 Scott Dixon
 - 4 Ryan Hunter-Reay
- ### SECOND TIER
- 5 Graham Rahal
 - 6 Helio Castroneves
 - 7 Josef Newgarden
 - 8 Simon Pagenaud
 - 9 Marco Andretti
 - 10 Tony Kanaan
 - 11 Sebastien Bourdais
 - 12 Carlos Munoz
 - 13 Charlie Kimball
 - 14 Takuma Sato
 - 15 Gabby Chaves
- ### THIRD TIER
- 16 James Hinchcliffe

FORMULA ONE

TOP TIER

- 1 Lewis Hamilton
 - 2 Nico Rosberg
- ### SECOND TIER
- 3 Sebastian Vettel
 - 4 Kimi Raikkonen
- ### THIRD TIER
- 5 Valtteri Bottas
 - 6 Felipe Massa
- ### FOURTH TIER
- 7 Daniel Ricciardo
 - 8 Nico Hulkenberg
 - 9 Sergio Perez
 - 10 Fernando Alonso
 - 11 Jenson Button
 - 12 Max Verstappen
 - 13 Carlos Sainz, Jr.
 - 14 Daniil Kvyat
 - 15 Pastor Maldonado
 - 16 Romain Grosjean

SUGGESTED LEAGUE GUIDELINES

We recommend utilizing a four-round standard serpentine draft with four owners (or a three-round serpentine draft with five owners) with points being awarded based on the IndyCar scoring system. There would be an additional 50-point bonus to the team that contains the series champion for the year.

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SUGGESTED LEAGUE GUIDELINES

We recommend utilizing a four-round standard serpentine draft (with four owners or a three-round standard serpentine draft with five owners) with points being awarded based on the Formula One scoring system. There would be an additional 50-point bonus to the team that contains the series champion for the year. For this year, the one twist would be having the owners of Hamilton and Rosberg not resume their drafts until everyone else has completed their teams in order to equalize the huge advantage that these drivers bring.

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What initially began in 2009 as a small coalition of like-minded growing New Media and creative organizations has flourished into a well-rounded creative juggernaut of more than two dozen entities that transcends the notion of traditional labeling. The 21st Century Media Alliance is an umbrella of cooperative companies and professionals that is pursuing many synergistic opportunities and projects. Possessed of varying yet often complementary skill sets, Alliance members are bound by their core principles of inventiveness, communication, pragmatism and dedication to their efforts and those of the larger group. In a great many creative areas, if you're looking to have a job performed the right way, chances are that you need look no further than The 21st Century Media Alliance.

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NHRA

TOP 20 OVERALL

1	Andrew Hines	Pro Stock Motorcycle
2	Erica Enders	Pro Stock
3	Del Worsham	Funny Car
4	Tony Schumacher	Top Fuel
5	Jeg Coughlin	Pro Stock
6	Eddie Krawlec	Pro Stock Motorcycle
7	John Force	Funny Car
8	Antron Brown	Top Fuel
9	Doug Kalitta	Top Fuel
10	Hector Arana Jr.	Pro Stock Motorcycle
11	Allen Johnson	Pro Stock
12	Jason Line	Pro Stock
13	Shawn Langdon	Top Fuel
14	Tommy Johnson	Funny Car
15	Matt Hagan	Funny Car
16	Matt Smith	Pro Stock Motorcycle
17	Shane Gray	Pro Stock
18	Hector Arana	Pro Stock Motorcycle
19	Greg Anderson	Pro Stock
20	Ron Capps	Funny Car

TOP FUEL

1	Tony Schumacher	1	Erica Enders
2	Antron Brown	2	Jeg Coughlin
3	Doug Kalitta	3	Allen Johnson
4	Shawn Langdon	4	Jason Line
5	Richie Crampton	5	Shane Gray
6	Brittany Force	6	Greg Anderson
7	Larry Dixon	7	Vincent Nobile
8	Steve Torrence	8	V Gaines
9	JR Todd	9	Chris McGaha
10	Spencer Massey	10	Drew Skillman
11	Clay Millican	11	Jonathan Gray
12	Dave Connolly	12	Larry Morgan
		13	Rodger Brogdon

FUNNY CAR

1	Del Worsham	PRO STOCK	
2	John Force	MOTORCYCLE	
3	Tommy Johnson	1	Andrew Hines
4	Jack Beckham	2	Eddie Krawlec
5	Matt Hagan	3	Hector Arana Jr.
6	Ron Capps	4	Matt Smith
7	Robert Hight	5	Hector Arana
8	Cruz Pedregon	6	Scott Pollacheck
9	Courtney Force	7	Gerald Savoie
10	Alexis De Joria	8	Steve Johnson
11	Tim Wilkerson	9	Chip Ellis
		10	Karen Stoffer
		11	LE Tonglet
		12	James Underdahl
		13	Angie Smith

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SUGGESTED LEAGUE GUIDELINES

We recommend utilizing a nine-round standard serpentine draft with five owners (or a five-round serpentine draft with six, seven or eight owners) with points being awarded based on the NHRA scoring system. For the nine-round format, two drivers from each division must be selected with one additional "wild card" selection at the discretion of each owner; for the five-round format, one driver from each division must be selected with one additional "wild card" per team. There would be an additional 250-point bonus to any team that contains a series champion for the year.

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2016 Mock Draft & Analysis

	Anthony	Matt	Rick	Mike	Nate
1	Kevin Harvick	Joey Logano	Kyle Busch	Jimmie Johnson	Brad Keselowski
2	Martin Truex Jr	Carl Edwards	Dale Earnhardt Jr	Kurt Busch	Matt Kenseth
3	Ryan Newman	Chase Elliott	Denny Hamlin	Kasey Kahne	Jamie McMurray
4	Brian Scott	Greg Biffle	Tony Stewart	Austin Dillon	Clint Bowyer
5	Ryan Blaney	Ricky Stenhouse Jr	Paul Menard	AJ Allmendinger	Aric Almirola
6	Trevor Bayne	Casey Mears	Chris Buescher	Danica Patrick	Tv Dillon

2016 Sleeper

Ryan Blaney

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On January 23, 2016, FantasyDrafthelp.com convened its annual Fantasy NASCAR draft. Participants selected in the following order:

- 1 FDH Lounge Dignitary Anthony Petrone
- 2 FDH Lounge Dignitary Matt Petrone
- 3 FDH Managing Partner Rick Morris
- 4 FDH Motorsports Editor Mike Ptak
- 5 FDH Director of Research Nate Noy

2016 Overvalued Drivers

Trevor Bayne, Casey Mears

2016 Undervalued Driver

Kurt Busch

As the man most responsible for shaping FDH's approach to covering motorsports, Mike Ptak shared his thoughts on the relative value of this year's NASCAR field:

^ Kevin Harvick: He's led more laps for Stewart-Haas than in his previous years at Childress. He's earned the title of "Closer."

^ Joey Logano: His big jump has coincided with the jump from Gibbs to Penske.

^ Kyle Busch: He has done a tremendous job of growing up and starting to realize his limitless potential.

^ Jimmie Johnson: The best driver of his generation is on the short list of real threats year in and year out.

^ Brad Keselowski: His chemistry with Logano may be the best in the sport; it's rare for two stars to share information with each other so unselfishly.

^ Matt Kenseth: Few if any can match his consistency. He's money.

^ Kurt Busch: If he can make the personal strides that his brother has, then the professional ones may follow also.

^ Dale Earnhardt, Jr.: He's continuing to mature and benefit from the power behind the Hendrick team.

^ Carl Edwards: He still has top-level potential and the advantage of being on a top-level team.

^ Martin Truex Jr.: He finally delivered on his big expectations in 2015 and is in position to build on them.

^ Ryan Newman: He could be an every-other-year-guy, the Bret Saberhagen of NASCAR.

^ Chase Elliott: Expectations haven't been this high for a rookie since Logano came in.

^ Denny Hamlin: His operation seems a bit stale, as though it could benefit from a shake-up of some sort.

^ Kasey Kahne: He still has big upside, but the clock's really ticking on him.

^ Jamie McMurray: There has been no follow-through since he moved up the standings a few years ago and there may not be at this point.

^ Clint Bowyer: The collapse of Waltrip Racing has created chaos that will be hard to surmount in the short term.

^ Austin Dillon: There is some upside there due to his family's ability to secure him decent resources.

^ Tony Stewart: His farewell campaign has many more obstacles than Jeff Gordon's.

^ Greg Biffle: His high upside went away when he went to a second-tier team.

^ Brian Scott: The disadvantages of being a rookie are going to be very hard for him.

^ Ryan Blaney: Being a second-generation racer with success at lower levels has prepared him well for this opportunity.

^ Ricky Stenhouse Jr.: "Mr. Danica" still has plenty of upside, although it's not likely to all be realized this year.

^ Paul Menard: He certainly has the equipment to be competitive.

^ AJ Allmendinger: At this point, he doesn't figure as much more than a road specialist.

^ Aric Almirola: He has to be considered at least a fringe Chase candidate.

^ Ty Dillon: He has the advantage of at least being able to count on working professionally with his brother.

^ Danica Patrick: She's added restrictor plates to road courses in terms of track types where she has a chance to do well.

^ Chris Buecher: He's a strong competitor with a good pedigree in lower series.

^ Casey Mears: He's got to fight at this point to prove that he can achieve anything more than his established track record.

^ Trevor Bayne: Winning at Daytona so early and under unlikely circumstances has (so far) set an impossible act for him to follow.

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