



# PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS

## ad specs and deadlines 2010

### YOUR AD ART FILES

**PDF files preferred.** Must be 300 dpi at 100% size. Generate crop marks and .25" bleed area when making PDF. Only CMYK – no RGB or spot colors.

### SENDING US YOUR AD:

*Discs are accepted, but digital art preferred.*

### SUBMIT 2 FILES:

**1. Email a low resolution PDF of your ad to the Ad Director: [kleach@pebblebeachconcours.net](mailto:kleach@pebblebeachconcours.net)**

**2. Upload or email a high resolution file to the Designer, options and directions below:**

**VIA DIGITAL UPLOAD:** to our FTP server using Fetch for Mac or another FTP access software for Windows. Hardcopy PROOF must be mailed.

HOST: [ftp.hartmannndesigngroup.com](ftp://ftp.hartmannndesigngroup.com)  
 USER: [guest@hartmannndesigngroup.com](mailto:guest@hartmannndesigngroup.com)  
 PASSWORD: guest

**VIA EMAIL:** Files under 8 megs can be submitted by email to [designgroup@frontiernet.net](mailto:designgroup@frontiernet.net). Hardcopy PROOF must be mailed.

### A PROOF OF YOUR AD IS REQUIRED

Please supply a laminate (Kodak Approval or similar) or inkjet type proof (Matchprint or similar) at 100% size. Sending no proof means you accept responsibility for color or font issues when printed.

### PROOFS AND DISCS PLEASE SHIP TO:

Hartmann Design Group  
 589 County Road 20  
 Cedarville, California 96104

### TECHNICAL OR SUBMISSION QUESTIONS

Contact Bunne Hartmann at 530-279-2502 or email her at [designgroup@frontiernet.net](mailto:designgroup@frontiernet.net)

### PAYMENT INFORMATION

Make check payable to:

**Pebble Beach Concours d'Elegance**

Send your check and signed ad contract to:  
 Katee Leach / Pebble Beach Concours d'Elegance  
 P.O. Box 222860, Carmel, California 93922 USA

Credit card payments can be faxed with your ad contract to 831-622-9100.

### FOR MORE INFORMATION

Contact Katee Leach at 831-622-1700 or [kleach@pebblebeachconcours.net](mailto:kleach@pebblebeachconcours.net)

### PEBBLE BEACH CONCOURS d'ELEGANCE

#### EVENT PROGRAM AND THE INSIDER MAGAZINE:

AD SIZE	AD DIMENSIONS
<b>Back Cover</b>	Bleed: 9" x 11" + .25" bleed / No bleed: 8.5" x 10.5"
<b>Inside Covers</b>	Bleed: 9" x 11" + .25" bleed / No bleed: 8.5" x 10.5"
<b>Inside Spread</b>	Bleed: 18" x 11" + .25" bleed / No bleed: 17.25" x 10.5" (gutter edges must bleed)
<b>Full Page</b>	Bleed: 9" x 11" + .25" bleed / No bleed: 8.5" x 10.5"
<b>Half Page</b>	Only no bleed half page ads offered: 8.5" x 5.125"

- Final page trim size is 9" x 11."
- Preferred position is 40% in addition to published rates.
- Rates are non-commissionable.
- All advertising is subject to approval.
- Any revision to a submitted ad deemed necessary at final proofing stage will be charged to advertiser at \$200 per page.
- **DEADLINES FOR THE INSIDER:** Space reservation and payment due by **January 31, 2010**. Ad art due by **March 3, 2010**.
- **DEADLINES FOR EVENT PROGRAM:** Space reservation and payment due by **April 1, 2010**. Ad art due by **June 1, 2010**.

### PEBBLE BEACH CONCOURS d'ELEGANCE

#### RETROAUTO EXHIBITOR GUIDE:

AD SIZE	AD DIMENSIONS
<b>Back Cover</b>	Bleed: 5.5"x 8.5" + .25" bleed / No bleed: 5"x 8"
<b>Inside Covers</b>	Bleed: 5.5"x 8.5" + .25" bleed / No bleed: 5"x 8"
<b>Full Page</b>	Bleed: 5.5"x 8.5" + .25" bleed / No bleed: 5"x 8"
<b>Half Page</b>	Only no bleed half page ads offered: 5" x 3.875"

- Final trim is 5.5" x 8.5"
- Preferred position is + 40% tin addition to published rates.
- Rates are non-commissionable.
- All advertising is subject to approval.
- Any revision to a submitted ad deemed necessary at final proofing stage will be charged to advertiser at \$200 per page.
- **DEADLINES FOR RETROAUTO EXHIBITOR GUIDE:** Space reservation and payment by **April 1, 2010**. Ad art due by **June 1, 2010**.



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PLEASE INDICATE THE PUBLICATION(S) YOU ARE ADVERTISING IN:    **PREMIER \***    **FULL PAGE**    **HALF PAGE**

- |   |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> Pebble Beach Concours INSIDER Magazine | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Pebble Beach Concours Event Program    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Pebble Beach RetroAuto Exhibitor Guide | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

\* **Premier Placement** is available for full pages only and, unless noted below, requires a 40% premium over published rates. Please indicate preferred Premier location:

- |  |  |
|--|--|
| <input type="checkbox"/> Across from Table of Contents | <input type="checkbox"/> Across from President's Letter (Program only)           |
| <input type="checkbox"/> Across from Chairman's Letter | <input type="checkbox"/> Facing the Entrant Class Listing Section (Program only) |
| <input type="checkbox"/> Across from Inside Back Cover |  |

\* **Premier Cover Placement** is also available, please see the chart below for pricing.

- |  |  |                                     |
|--|--|-------------------------------------|
| <input type="checkbox"/> Inside Front Cover Spread | <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Back Cover |
|--|--|-------------------------------------|

## ad contract

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

## ad rates

PUBLICATIONS & PACKAGES	FULL Page	HALF Page	Inside Front COVER Spread	Inside Back COVER	Back COVER	MASTHEAD 3/4 Page
THE INSIDER	\$3,000	\$1,800	\$11,200	\$ 7,000	\$12,000	\$3,000
EVENT PROGRAM	\$5,000	\$3,000	\$18,000	\$13,000	\$22,000	\$5,000
RETROAUTO EXHIBITOR GUIDE	\$1,800	\$ 975	\$ 6,160	\$ 4,000	\$ 7,200	\$1,800
INSIDER & PROGRAM	\$7,500	\$4,500				
INSIDER & RETROAUTO	\$4,300	\$2,500				

PLEASE CALL FOR ADDITIONAL PACKAGE PRICING