



PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS

ad specs and deadlines 2012

YOUR AD ART FILES

These publications are produced with a Mac OS in Adobe InDesign CS5.

PDF files preferred. Use press-ready settings. Must be 300 dpi at 100%. Generate crop marks plus .25" bleed area when making PDF with embedded fonts. Only CMYK – no RGB or spot colors accepted.

Discs are accepted, but digital art preferred.

HOW TO SUBMIT YOUR AD DIGITALLY

First, email a low res PDF of your ad to:
kleach@pebblebeachconcours.net

Second, upload a press-ready PDF to: **<https://dropbox.yousendit.com/HartmannDesignGroup>**

HOW TO SUBMIT YOUR AD ON DISC OR TO SEND A PROOF

Ship to: Bunne Hartmann
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

PEBBLE BEACH CONCOURS d'ELEGANCE

EVENT PROGRAM AND THE INSIDER MAGAZINE:

AD SIZE

AD DIMENSIONS

Back Cover	Bleed: 9" x 11" + .25" bleed / No bleed: 8.5" x 10.5"
Inside Covers	Bleed: 9" x 11" + .25" bleed / No bleed: 8.5" x 10.5"
Inside Spread	Bleed: 18" x 11" + .25" bleed / No bleed: 17.25" x 10.5" <i>(gutter edges must bleed)</i>
Full Page	Bleed: 9" x 11" + .25" bleed / No bleed: 8.5" x 10.5"
Half Page	Only no bleed half page ads offered: 8.5" x 5.125"
Quarter Page	Only no bleed quarter page ads offered: 4.125" 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 **February 29, 2012**. Ad art due by **March 30, 2012**.
- **DEADLINES FOR EVENT PROGRAM:** Space reservation and payment due by **May 1, 2012**. Ad art due by **June 1, 2012**.

PAYMENT INFORMATION

Make check payable to: **Pebble Beach Concours d'Elegance**

Send your check and signed ad contract to: Katee Leach, Advertising Manager
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



PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS

ad contract and rates 2012

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"/> |

* **Premier Placement** is available for full pages only and, unless noted below, requires a 20% 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	\$12,000	\$ 7,000	\$12,000	\$3,000
EVENT PROGRAM	\$5,000	\$3,000	\$25,000	\$15,000	\$25,000	\$5,000
INSIDER & PROGRAM	\$7,500	\$4,500			\$32,000	

PLEASE CALL FOR ADDITIONAL PACKAGE PRICING



PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS

Use of Pebble Beach Company Trademarks

CORRECT TREATMENT FOR PEBBLE BEACH COMPANY TRADEMARKS:

Pebble Beach®
Pebble Beach Resorts®
Pebble Beach Concours d'Elegance®
Pebble Beach Tour d'Elegance™
The Lodge at Pebble Beach™
Peter Hay™ Hill
Pebble Beach RetroAuto™

USAGE STANDARDS:

- Pebble Beach Concours d'Elegance—note the lower case "d"
- Should be kept as continuous text when possible
- If a text break is essential, it can only be done after the word "Beach"
- A text break between Pebble and Beach and/or Concours and d'Elegance are not permitted

TRADEMARK PROTECTION LANGUAGE TO BE LISTED AT THE BOTTOM OF THE AD:

Pebble Beach® and Pebble Beach Concours d'Elegance® are trademarks and service marks of Pebble Beach Company. Used by permission.

Add or replace trademarks depending on which references are included in your ad

LOGO USAGE:

The Pebble Beach Concours d'Elegance logo is available for use by event sponsors only and must include the required trademark identification.



USE OF SCENIC VIEWS:

Any visual depiction of the Lone Cypress or Pebble Beach Golf Links and its course design are also trademarks of the Pebble Beach Company, usage of which is strictly limited and granted only by permission.