

PEBBLE BEACH CONCOURS d'ELEGANCE



DEMOGRAPHICS

THE INSIDER

THE EVENT PROGRAM

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CELEBRATING AUTOMOTIVE EXCELLENCE AND DESIGN



THE INSIDER MAGAZINE AND THE EVENT PROGRAM

PEBBLE BEACH CONCOURS d'ELEGANCE

200 Clock Tower Place, Suite 205-A
Carmel, California 93923
Fax: 001-831-622-9100
Phone: 001-831-622-1700

Advertising Director: Katee Leach
kleach@pebblebeachconcours.net

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www.pebblebeachconcours.net

- Regarded as the premier automotive event in the world
- More than 15,000 spectators, collectors, and industry leaders attend each year
- Regional, national and international participants
- Covered annually by national television and global media
- Over 60 automotive and luxury goods sponsors
- Exceptional sponsor retention rate since 1998
- Considered by corporate presidents and CEOs as the premier business-to-business networking opportunity
- 40,000+ copies distributed annually

All of this presented on the most recognized piece of real estate in the world



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HIGH-END PREMIER DEMOGRAPHICS

CELEBRATING AUTOMOTIVE EXCELLENCE AND DESIGN

Participants in the Pebble Beach Concours d'Elegance include many of the wealthiest and most powerful people in the world—people whose names routinely appear in the pages of FORBES and FORTUNE magazines, the FINANCIAL TIMES, THE NEW YORK TIMES, and THE WALL STREET JOURNAL.

Entrants often spend hundreds of thousands of dollars to acquire a car, hundreds of thousands to restore it, and tens of thousands more to transport it to Pebble Beach to compete for our top award. Come day of show, the cars pulling onto the eighteenth fairway of Pebble Beach Golf Links often have a total estimated value of a quarter of a billion dollars.

Judges are drawn from the highest echelons of the automotive and design industries. And the competition attracts fifteen thousand affluent aficionados who pay a minimum of \$175 for general admission. Individual VIP tickets for the Concours are priced at \$550, and we have put together multi-event VIP ticket packages valued at tens of thousands of dollars. The Concours also draws over 1,000 media members representing a multitude of general news, trade, style and entertainment outlets.

Advertising in Pebble Beach Concours d'Elegance publications offers you the most direct way to reach this highly sought after group of people.

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PEBBLE BEACH CONCOURS d'ELEGANCE®

INSIDER™

CELEBRATING THE LIFE AND LEGACY OF THE AUTOMOBILE

CELEBRATING AUTOMOTIVE EXCELLENCE AND DESIGN

The Pebble Beach Concours d'Elegance INSIDER follows the established style of the highly successful Concours Event Program and offers advertisers the opportunity to reach our select audience throughout the year. Copies are distributed by invitation only to 7,000 entrants, judges, sponsors and industry leaders all over the world.

The INSIDER offers an in-depth discussion forum for our dedicated readership of connoisseurs, collectors, celebrities and leading auto professionals who share a passion for the Pebble Beach Concours. The INSIDER features behind-the-scenes articles written by leading automotive experts giving exclusive commentary on the world of the automobile.

MY LIFE IN CARS

A discussion with an industry leader at the forefront of automotive excellence: career highlights and the cars that have been an inspiration.

DREAM GARAGE

A behind-the-scenes peek at the private garage and exclusive collection of an automotive industry insider.

ALL IN THE DETAILS

A day in the life of a Concours-winning restoration shop as it goes about the business of making dreams come true.

BEHIND THE WHEEL

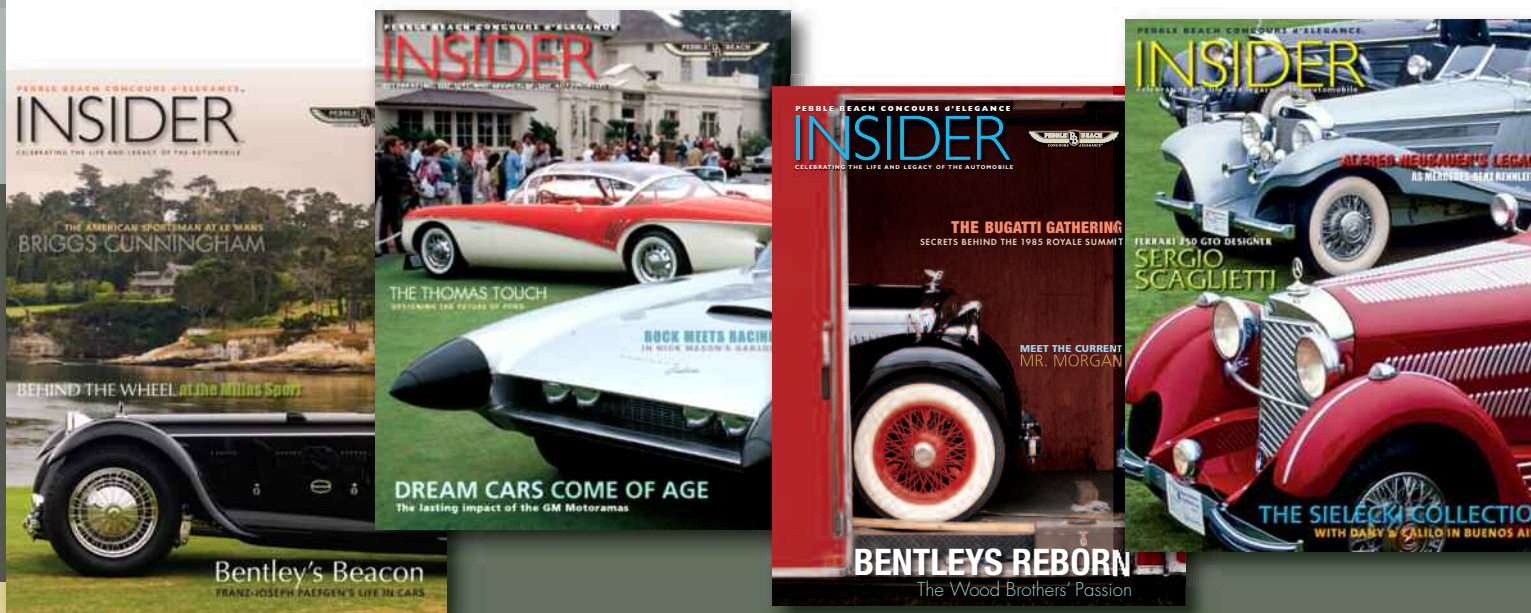
Personal accounts of international car events and tours as experienced by individuals who are close to the Pebble Beach Concours.

LUXURY STYLE

The newest luxury trends: jewelry, luggage, private jets, yachts, watches, electronics & more.

COLLECTOR'S FILE

The hot collector automobilia categories that car enthusiasts love to hunt for around the world.





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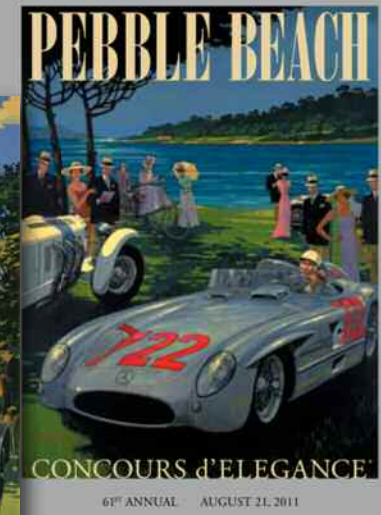
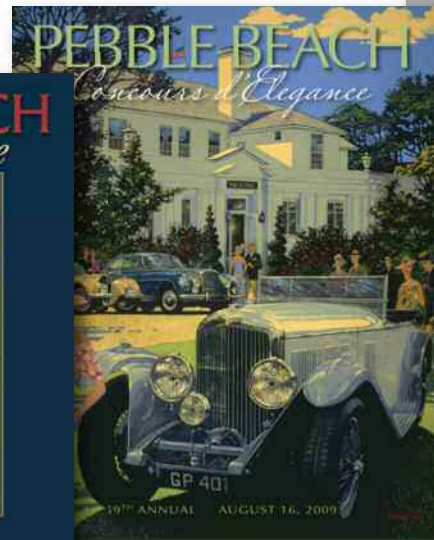
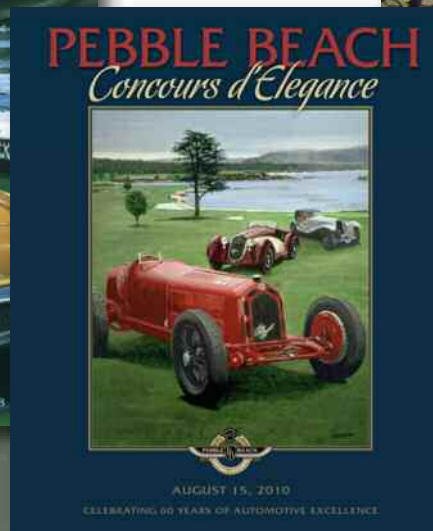
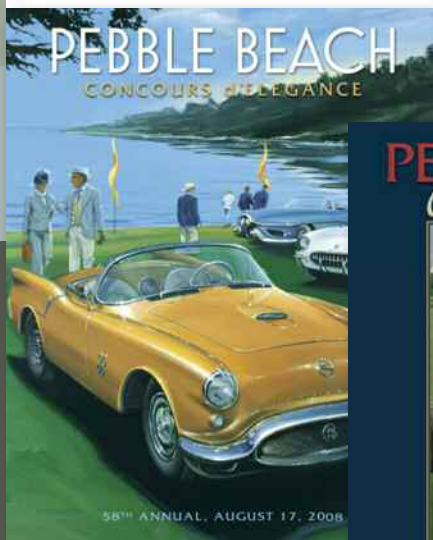
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EVENT PROGRAM

CELEBRATING AUTOMOTIVE EXCELLENCE AND DESIGN

The Pebble Beach Concours d'Elegance Event Program is our flagship publication. The event program is more than a guide to a world-class event. This 204-page, full-color, perfect-bound publication comprises many articles by automotive experts as well as historical documents and world-class photography. It is not only perused and used during the day of Concours by the 15,000-plus participants, it is also treasured throughout the automobile community as a vital publication to collect and archive for future reference. Pebble Beach Concours programs are found in the best motoring libraries around the world.



PEBBLE BEACH
CONCOURS d'ELEGANCE



THE CONCOURS d'ELEGANCE

CORPORATE PARTNERS*

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YOU WILL BE IN GOOD COMPANY...



* NOT A COMPLETE LIST. SPONSORS CHANGE ANNUALLY.



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SPECIFICATIONS AND DEADLINES

CELEBRATING AUTOMOTIVE EXCELLENCE AND DESIGN

PEBBLE BEACH CONCOURS d'ELEGANCE

EVENT PROGRAM AND 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 INSIDER:** Space reservation & payment due by **February 29, 2012**.
Ad art due by **March 30, 2012**.

■ **DEADLINES FOR EVENT PROGRAM:** Space reservation & payment due by **May 1, 2012**.
Ad art due by **June 1, 2012**

- **DEADLINES FOR INSIDER:** Space reservation & payment due by **February 29, 2012**. Ad art due by **March 30, 2012**.
- **DEADLINES FOR EVENT PROGRAM:** Space reservation & payment due by **May 1, 2012**. Ad art due by **June 1, 2012**.



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SUBMITTING YOUR AD

CELEBRATING AUTOMOTIVE EXCELLENCE AND DESIGN

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.

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

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

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ADVERTISING RATES 2012

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PREMIER POSITIONING

PREMIER PLACEMENT is available for full pages only and, unless noted below, requires a 40% premium over published rates. Preferred Premier locations available:

- Across from Table of Contents
- Across from Chairman's Letter
- Across from Inside Back Cover
- Across from President's Letter (Program only)
- Facing the Entrant Class Listing Section (Program only)

PREMIER COVER PLACEMENT is also available, please see the chart below for pricing.

- Inside Front Cover Spread
- Inside Back Cover
- Back Cover

ADVERTISING 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



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USE OF PEBBLE BEACH COMPANY TRADEMARKS

CELEBRATING AUTOMOTIVE EXCELLENCE AND DESIGN

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.