



# PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS ad specs and deadlines 2017

## AD SPECS

*PDF files required. Use the Adobe PDF/X-1a:2001 setting. Press quality, 300 dpi at 100%. Generate crop marks plus .125" bleed area when making PDF with embedded fonts. Only CMYK files – no RGB or spot colors will be accepted.*

## TO SUBMIT YOUR AD

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

Second, upload your PDF/X-1a:2001 file to:  
**https://hartmannndesign.wetransfer.com/**

## IF YOU WISH TO SEND A PROOF

Ship to: Hartmann Design Group  
589 County Road 20  
Cedarville, California 96104

## IF YOU'RE USING A PEBBLE BEACH COMPANY TRADEMARK OR LOGO

Please see page 3 for detailed information about the requirements to use any trademarked name or logo of the Pebble Beach Company.

## TECHNICAL OR SUBMISSION QUESTIONS

Contact Bunne Hartmann at 530-279-2502  
or [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 Waller, 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 ABOUT ADVERTISING** Contact Katee Waller at 831-622-1700 or [kwaller@pebblebeachconcours.net](mailto:kwaller@pebblebeachconcours.net)

## SPECS FOR EVENT PROGRAM & INSIDER MAGAZINE

AD SIZE	AD DIMENSIONS
<b>Back Cover</b>	Bleed: 9" x 11" + .125" bleed / No bleed: 8.5" x 10.5"
<b>Inside Covers</b>	Bleed: 8.625" x 11" + .125" bleed / No bleed: 8.5" x 10.5"
<b>IFC Spread</b>	17.5" x 11" + .125" bleed / No bleed: 17.5" x 10.5"
<b>Inside Spreads</b>	Bleed: 18" x 11" + .125" bleed / No bleed: 17.25" x 10.5"
<b>Full Page</b>	Bleed: 9" x 11" + .125" bleed / No bleed: 8.5" x 10.5"
<b>Half Page</b>	Only no-bleed half page ads offered: 8.5" x 5.125"
<b>Quarter Page</b>	Only no-bleed quarter page ads offered: 4.125" x 5.125"

- Final page trim size is 9" x 11", perfect bound.
- 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.

## SPECS FOR THE CAR GUIDE

AD SIZE	AD DIMENSIONS
<b>Back Cover</b>	Bleed: 4" x 9" + .125" bleed / No bleed: 3.5" x 8.5"
<b>Inside Spreads</b>	Bleed: 8" x 9" + .125" bleed / No bleed: 7.5" x 8.5"
<b>Full page</b>	Bleed: 4" x 9" + .125" bleed / No bleed: 3.5" x 8.5"

- Final page trim size is 4" x 9", saddle stitched
- Rates are non-commissionable.
- All advertising is subject to approval.

## DEADLINES

<b>THE INSIDER MAGAZINE:</b>	Space reservation and payment due <b>February 5, 2017</b> . Ad file due <b>March 31, 2017</b>
<b>THE EVENT PROGRAM:</b>	Space reservation and payment due <b>June 15, 2017</b> . Ad file due <b>June 30, 2017</b>
<b>THE CAR GUIDE:</b>	Space reservation, payment and ad file due <b>July 15, 2017</b>



# PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS ad contract and rates 2017

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:

- 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

## 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	Inside Back COVER Spread
THE INSIDER MAGAZINE	\$ 3,250	\$ 2,050	\$ 13,000	\$ 7,000	\$ 12,000	–
THE EVENT PROGRAM	\$ 5,500	\$ 3,500	\$ 25,000	\$ 15,000	\$ 25,000	–
INSIDER & PROGRAM	\$ 8,250	\$ 5,050	–	–	\$ 32,000	–
THE CAR GUIDE	\$ 4,000	–	–	\$ 12,000	–	\$ 18,000

**PLEASE CALL FOR ADDITIONAL PACKAGE PRICING**



# PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS

## Use of Pebble Beach Company Trademarks

### USE THIS TREATMENT FOR PEBBLE BEACH COMPANY TRADEMARKS IF THEY APPEAR IN YOUR AD:

Pebble Beach®  
Pebble Beach Resorts®  
Pebble Beach Concours d'Elegance®  
Pebble Beach Concours d'Elegance Logo®  
Pebble Beach Tour d'Elegance®  
The Lodge at Pebble Beach™  
Peter Hay™ Hill  
Pebble Beach RetroAuto™  
Pebble Beach® Automotive Week  
The Inn at Spanish Bay™

### IN ADDITION, THIS SMALL TEXT TO APPEAR AT THE BOTTOM OF YOUR AD IF YOU INCLUDE TRADEMARKED MATERIAL LISTED ABOVE.

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

*Please add or replace trademarks depending on which references are included in your ad*

### 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



### LOGO USAGE:

The Pebble Beach Concours d'Elegance logo is available for use by event sponsors only and must include the required trademark language at the bottom of ad as described above.

### 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.

YOUR AD WILL BE RETURNED FOR REVISION IF THESE GUIDELINES ARE NOT FOLLOWED.