



PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS ad contract and rates 2019

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 Concours Car Guide	-	<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 FT COVER SPREAD	INSIDE BACK COVER	INSIDE BK COVER SPREAD	BACK COVER
THE INSIDER MAGAZINE	\$ 3,500	\$ 2,250	\$ 13,000	\$ 7,000	-	\$ 12,000
THE EVENT PROGRAM	\$ 5,750	\$ 3,500	\$ 25,000	\$15,000	-	\$ 25,000
INSIDER & PROGRAM	\$ 8,750	\$ 5,250	-	-	-	\$ 32,000
THE CAR GUIDE	\$ 3,750	-	-	\$12,000	\$ 18,000	-

PLEASE CALL FOR ADDITIONAL PACKAGE PRICING



PEBBLE BEACH CONCOURS d'ELEGANCE PUBLICATIONS ad specs and deadlines 2019

NOTE: A CHANGE IN HEIGHT OF PROGRAM AND INSIDER

AD SPECS

PDF files required. Use the Adobe PDF/X-1a:2001 setting. Generate crop marks plus .125" bleed area when making your PDF file. Only CMYK files – no RGB or spot colors will be accepted, your ad will be returned for revision.

HOW TO SUBMIT YOUR AD

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

SECOND, upload the PDF/X-1a:2001 file at:
https://submitfilespebblebch.wetransfer.com

IF YOU WISH TO SEND A PROOF

Ship to: Katee Waller, Advertising Manager
Pebble Beach Concours d'Elegance
P.O. Box 222860
Carmel, California 93922 USA

IF YOUR AD USES A PEBBLE BEACH COMPANY TRADEMARK OR LOGO

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

TECHNICAL QUESTIONS?

Contact Chris Benzel at 360-318-3951
or email chris@thebenzels.com

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

SPECS FOR EVENT PROGRAM & INSIDER MAGAZINE:

AD SIZE	AD DIMENSIONS
Back Cover	Bleed: 9" x 10.875" + .125" bleed / No bleed: 8.5" x 10.375"
Inside Covers	Bleed: 9" x 10.875" + .125" bleed / No bleed: 8.5" x 10.375"
Inside Spread	Bleed: 18" x 10.875" + .125" bleed / No bleed: 17.25" x 10.375"
IFC Spread	Bleed 17.5" x 10.875" + .125" bleed / No bleed: 17" x 10.375"
Full Page	Bleed: 9" x 10.875" + .125" bleed / No bleed: 8.5" x 10.375"
Half Page	Only no bleed half page ads offered: 8.5" x 5"
Quarter Page	Only no bleed quarter page ads offered: 4.125" x 5"

- Final page trim size is 9" x **10.875"**
- 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 CAR GUIDE:

AD SIZE	AD DIMENSIONS
Back Cover	Bleed: 4" x 9" + .125" bleed / No bleed: 3.5" x 8.5"
Inside Covers	Bleed: 8" x 9" + .125" bleed / No bleed: 7.5" x 8.5"
Full Page	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

FOR INSIDER MAGAZINE: Ad file & payment due **March 1, 2019**

FOR EVENT PROGRAM: Ad file & payment due **June 10, 2019**

FOR CAR GUIDE: Ad file & payment due **June 15, 2019**

Credit card payments can be faxed with ad contract to 831-622-9100 or scanned and emailed to kwaller@pebblebeachconcours.net.

FOR MORE INFORMATION Contact Katee Waller at 831-622-1700 or kwaller@pebblebeachconcours.net



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®
Pebble Beach Classic Car Forum™
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 IS 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 in small print at the bottom of ad:

Pebble Beach d'Elegance Logo® is a trademark and service mark of Pebble Beach Company. Used by permission.

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.