

EVENT DIRECTORY ADVERTISING ORDER FORM



2009

1000 Bryn Mawr Road • Carlisle, PA 17013 • 717-243-7855 • FAX 717-243-0255 • CarlisleEvents.com

1 Carlisle Events produces a directory for each event. Each issue is given free to guests, and features a schedule of events, map, alphabetical vendor listing, specialty code listing, news articles, and display advertising.

To place your display advertisement in the 2009 directories, complete this form, follow the specifications on the reverse, and mail to: **Directory Advertising, Carlisle Events, 1000 Bryn Mawr Road, Carlisle, PA 17013.** You may also follow the file uploading instructions on reverse.

VENDOR NO. _____
 COMPANY _____
 NAME _____
 ADDRESS _____
 CITY/STATE/ZIP _____
 PHONE _____
 FAX _____
 EMAIL _____

2 VERY IMPORTANT: This section MUST BE COMPLETED. If there are any questions about your ad, or if we have any problems using a file from a disk or email, who should we contact?

NAME _____
 PHONE _____
 EMAIL _____

3 INSTRUCTIONS: Circle the cost of the ads you wish to order. Prices listed are for black and white (grayscale) ads. You have two choices for adding color to your ad: 1) "1 spot color" is black plus one color for an additional \$150; and 2) "4-color" for an additional \$300. **See reverse for specifications.**

DISCOUNTS: If you order an ad in five or more event directories, you are entitled to a 10% discount.

SPECIAL PLACEMENTS: Your ad can be placed in a special location in every event directory on a seasonal basis, or just the event directory you choose if the space is available. Call your salesperson to order any special placement ad at 717-243-7855.

EVENT DIRECTORY	Order/Payment Deadline	Materials Deadline	AD SIZES (Prices listed are for Black and White Ads)							Add \$150 for 1 spot color Add \$300 for 4-color ads		COST
			Full	2/3	1/2	1/3	1/4	1/6	1/12			
Spring Carlisle & Auction April 22-26	March 4	March 11	\$825	\$675	\$500	\$400	\$325	\$280	\$145	n/a	n/a	=
Performance & Style May 9-10	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	<input type="checkbox"/>	<input type="checkbox"/>	=
Import-Kit/Replicar Nat.'s May 15-17	March 23	March 30	385	315	235	190	150	135	70	<input type="checkbox"/>	<input type="checkbox"/>	=
All-Ford Nationals June 5-7	April 7	April 14	575	470	350	280	220	195	100	<input type="checkbox"/>	<input type="checkbox"/>	=
All-GM Nationals June 26-28	April 30	May 7	425	345	250	210	170	150	80	<input type="checkbox"/>	<input type="checkbox"/>	=
All-Chrysler Nationals July 10-12	May 11	May 19	575	470	350	280	220	195	100	<input type="checkbox"/>	<input type="checkbox"/>	=
Carlisle Bike Fest July 17-19	May 21	May 29	430	350	260	210	N/A	N/A	N/A	<input type="checkbox"/>	<input type="checkbox"/>	=
All-Truck Nationals August 7-9	June 12	June 19	510	415	315	250	200	175	90	<input type="checkbox"/>	<input type="checkbox"/>	=
Corvettes at Carlisle August 28-30	July 1	July 8	1,110	900	670	540	430	375	195	<input type="checkbox"/>	<input type="checkbox"/>	=
Fall Carlisle & Auction Sept. 30-Oct. 4	Aug. 5	Aug. 14	825	675	500	400	325	280	145	n/a	n/a	=

4 IMPORTANT: Indicate horizontal or vertical orientation with H or V:

5 PAYMENT: Payment must be included with your order by the "order/payment deadline" above. If ad copy and payment are not received by the specific deadlines, the ad will not run. No refunds will be made.

Form of payment: Check MasterCard Visa Am. Exp. Discover

Credit Card No.:

Expiration Date:

Authorized Signature: _____

TOTAL AD COST _____
 10% MULTIPLE AD DISCOUNT (if applicable) _____
 SUBTOTAL _____
 TOTAL AMOUNT DUE _____
 Salesperson JAV
 Date Ordered _____

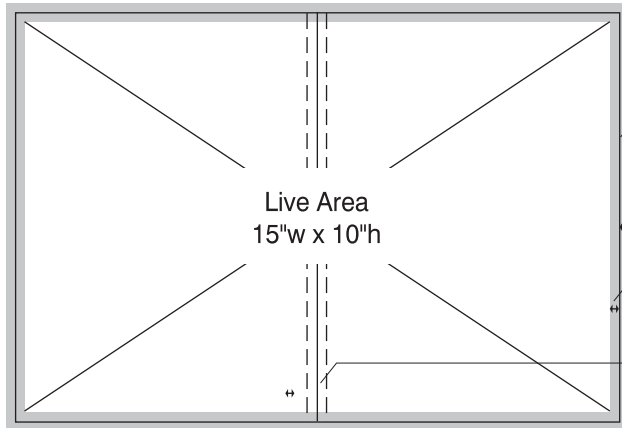
EVENT DIRECTORY ADVERTISING

(SIZE SPECIFICATIONS NOT APPLICABLE TO BIKE FEST ADS)



2009

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2-Page Spread with Bleed 16"w x 11"h

Trim Size 15.5"w x 10.5"h

Bleed .25"

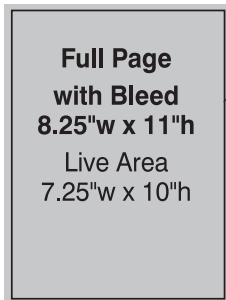
Type Safety .25"

Type Safety .25"

Live Area
15"w x 10"h

ABOUT AD SIZES

There is no additional charge for ads that bleed. Any size ad may be submitted with or without bleeds even if not illustrated at left.

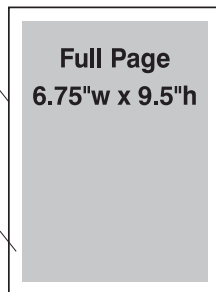


**Full Page
with Bleed**
8.25"w x 11"h
Live Area
7.25"w x 10"h

Trim Size
7.75"w x 10.5"

Bleed .25"

Margin .5"



Full Page
6.75"w x 9.5"h

ELECTRONIC SPECIFICATIONS

We do not accept film.

Platform: PC-compatible

Formats: PDF (preferred), TIF, EPS, JPG

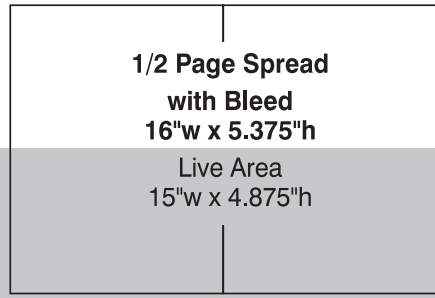
Resolution: 300 dpi

Color: **"1 spot color"** means using one color in addition to black/gray, however, the color used must be defined as CMYK
Color ads must be submitted as CMYK

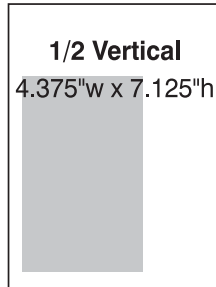
DEADLINES

We need your ad(s) on the date(s) listed below. No exceptions.

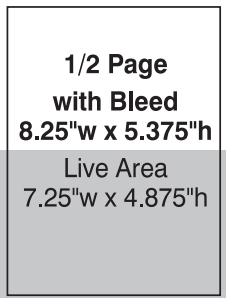
- Spring Carlisle & Auction March 11
- Carlisle Performance & Style Not Applicable
- Carlisle Import-Kit/Replicar Nationals March 30
- Carlisle All-Ford Nationals April 14
- Carlisle All-GM Nationals May 7
- Carlisle All-Chrysler Nationals May 19
- Carlisle Bike Fest May 29
- THESE SIZES NOT APPLICABLE TO BIKE FEST DIRECTORY**
- Carlisle All-Truck Nationals June 19
- Corvettes at Carlisle July 8
- Fall Carlisle & Auction Aug. 14



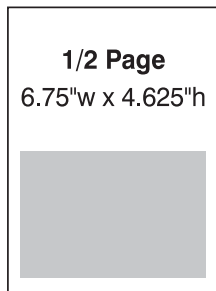
**1/2 Page Spread
with Bleed**
16"w x 5.375"h
Live Area
15"w x 4.875"h



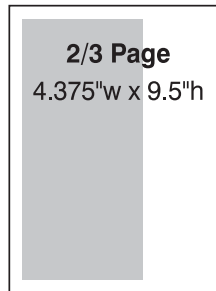
1/2 Vertical
4.375"w x 7.125"h



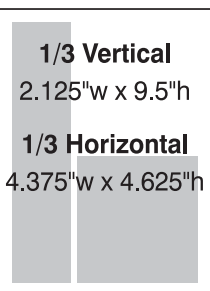
**1/2 Page
with Bleed**
8.25"w x 5.375"h
Live Area
7.25"w x 4.875"h



1/2 Page
6.75"w x 4.625"h



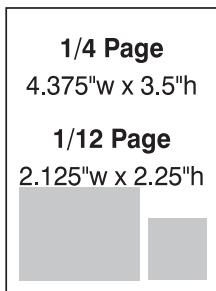
2/3 Page
4.375"w x 9.5"h



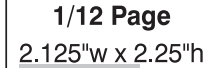
1/3 Vertical
2.125"w x 9.5"h



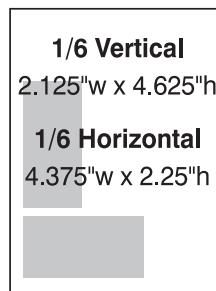
1/3 Horizontal
4.375"w x 4.625"h



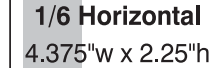
1/4 Page
4.375"w x 3.5"h



1/12 Page
2.125"w x 2.25"h



1/6 Vertical
2.125"w x 4.625"h



1/6 Horizontal
4.375"w x 2.25"h

SENDING YOUR AD

E-MAIL: Limit 5mb file size. You may Stuff and Zip files.
ads@carlisleevents.com

FTP: Go to ftp.ibackup.com
Click "OK" on pop-up window
Go to File Menu, Login As...
Login: carlisle
Password: 09art

MAIL: Directory Advertising
Carlisle Events
1000 Bryn Mawr Road
Carlisle, PA 17013