



# 2026 Event Guide Advertising

**INSTRUCTIONS:** Download  or Save  this PDF to your device. Fill out and save the form. Create a new email, attach the completed form, then send to: [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz)

Event guides are produced for each world-famous automotive event held at the Carlisle PA Fairgrounds listed below. The event guides are permanently available online at <https://carlisleevents.com/media/event-guide-archive> and the digital edition (PDF) can be downloaded to smartphones, tablets, and computers. Put your company in front of thousands of automotive hobbyists!

CIRCLE THE FEE OF THE AD SIZE IN THE EVENT GUIDE(S) YOU'D LIKE TO ORDER

Event	Attendance*	Quantity	Deadlines	Full	1/2	1/4	1/8
<b>Spring Carlisle</b> April 22-26	90,000	14,000	Order By: <b>MARCH 11</b> Submit Art By: <b>MARCH 25</b>	\$1,220	\$720	\$450	\$250
<b>Import &amp; Performance</b> May 15-16	26,000	5,000	Order By: <b>MARCH 31</b> Submit Art By: <b>APRIL 14</b>	\$870	\$495	\$315	These event guides are folded like a road map. See page 4 for ad specifications.
<b>Ford Nationals</b> June 5-7	61,000	10,000	Order By: <b>APRIL 20</b> Submit Art By: <b>MAY 6</b>	\$1,220	\$720	\$450	
<b>GM Nationals</b> June 19-20	22,000	5,000	Order By: <b>MAY 8</b> Submit Art By: <b>MAY 20</b>	\$870	\$495	\$315	
<b>Chrysler Nationals</b> July 10-12	60,000	10,000	Order By: <b>MAY 28</b> Submit Art By: <b>JUNE 10</b>	\$1,220	\$720	\$450	
<b>Truck Nationals</b> August 7-9	43,000	5,000	Order By: <b>JUNE 23</b> Submit Art By: <b>JULY 7</b>	\$870	\$495	\$315	
<b>Corvettes at Carlisle</b> August 27-29	61,000	11,000	Order By: <b>JULY 9</b> Submit Art By: <b>JULY 24</b>	\$1,660	\$915	\$590	\$250
<b>Fall Carlisle</b> Sept. 30 - Oct. 4	70,000	12,000	Order By: <b>AUG. 20</b> Submit Art By: <b>SEPT. 3</b>	\$1,220	\$720	\$450	\$250
Full Page in each event guide				\$6,000			
1/2 Page in each event guide				\$3,500			
<b>ADVERTISING RATE TOTAL</b>							

TOTAL OF ALL FEES CIRCLED ABOVE

\*Attendance is the average of 2019, 2021, 2022, 2023 and 2024.

**Contact** // Sarah Hornberger // [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz)



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## ADVERTISING CONTRACT

Please complete this form and email to Sarah Hornberger at [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz). Feel free to contact Sarah if you have any questions at (717) 836-2718 or [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz).

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### Contact Information

ORGANIZATION NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

### Advertising Rate Total

**ADVERTISING RATE TOTAL:** \$ \_\_\_\_\_  
(from previous page)

### Contract Regulations

Carlisle Events reserves the right to reject any unsuitable advertising copy. Advertisers and agencies assume liability for all content and also assume responsibility for any claims therefore made against the publisher.

### Billing and Cancellations

Advertisers will be billed before each issue. All accounts must be paid within 30 days of the billing date. Storytelling Marketing Communications reserves the right to cancel any advertising contract due to nonpayment. No cancellations will be accepted after the closing date. Previous artwork will be repeated according to the contract unless new copy is received by the closing dates listed on the contract.

### Payment Information

- Please invoice me:  In Full  Per Issue
- Please use ACH Transfer:  In Full  Per Issue

As a duly authorized check signer on the financial institution account identified below, I/We authorize Storytelling Marketing Communications to perform scheduled or periodic electronic funds transfer credits and or debits to our account identified below for payments due or when authorized.

NAME ON ACCOUNT \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

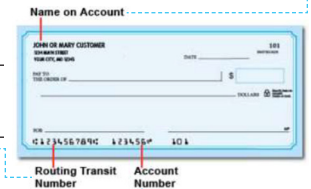
PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

FINANCIAL INSTITUTION \_\_\_\_\_

ROUTING NUMBER \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_



I/We understand and authorize all of the above as evidenced by my signature below.

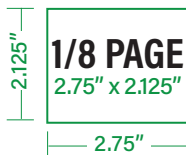
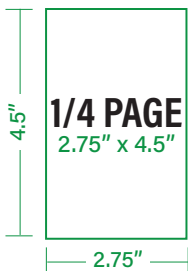
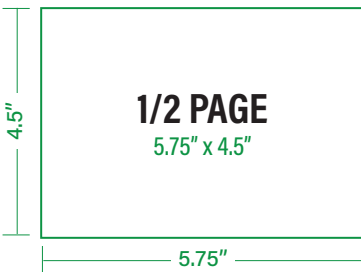
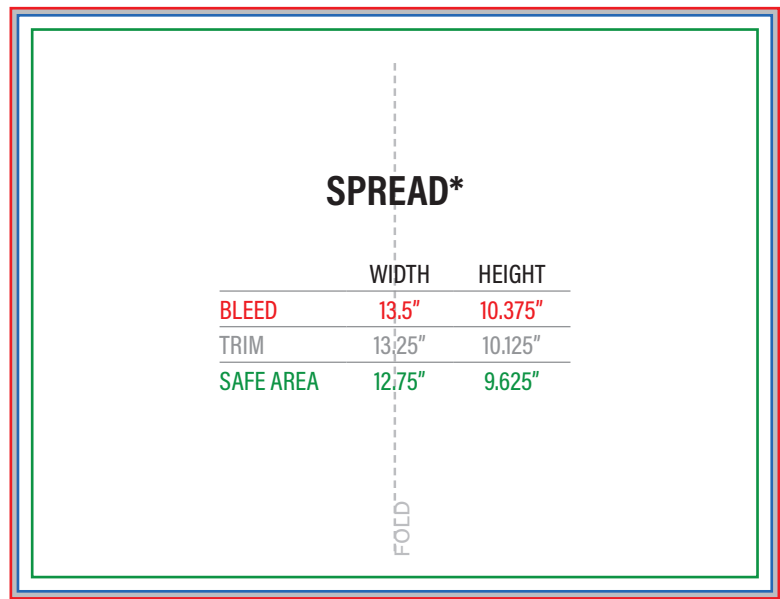
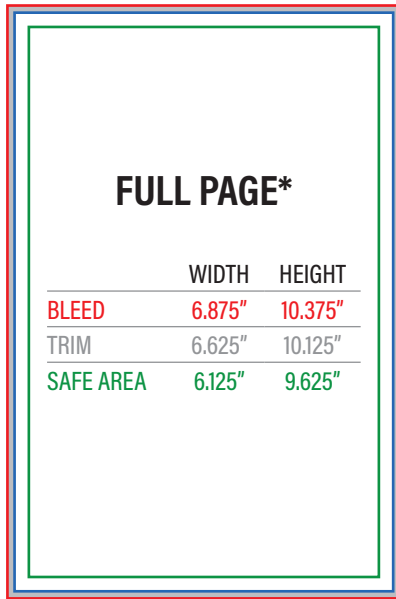
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



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## AD DIMENSIONS & FILE SPECIFICATIONS:

### Spring - Corvette - Fall



### Ad/File Sizes

- **BLEED** The portion of your design that extends past the trim. It's purpose is to make sure your image reaches the very edge without leaving any slivers of white after the publication is trimmed.
- **SAFE AREA** The area all of your information must be contained within to avoid the possibility of being trimmed off (i.e. all text and logos).
- **\*FULL PAGE & SPREAD ADS** Art must be **BLEED** or **SAFE AREA** dimensions.

### File Requirements

300 dpi - CMYK - JPG or PDF

### Email Your Ad

manager@marketinggurus.biz

**Contact** // Sarah Hornberger // manager@marketinggurus.biz



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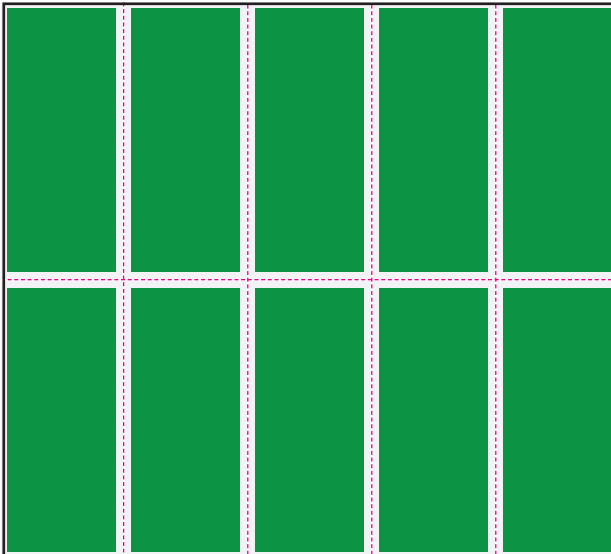
## AD DIMENSIONS & FILE SPECIFICATIONS:

### Import - Ford - GM - Chrysler - Truck

Ad space is limited based on this event guide layout. Contact Sarah for availability.

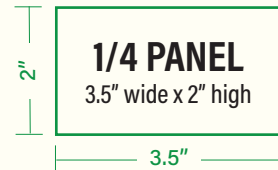
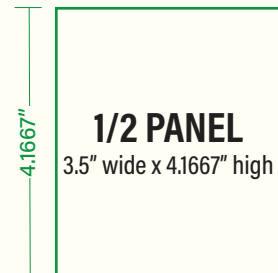
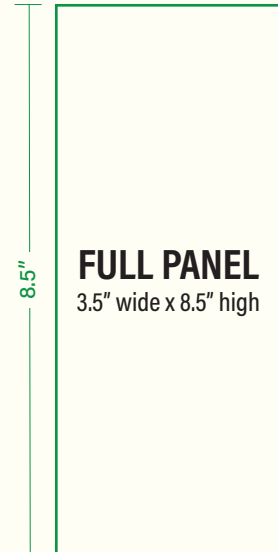
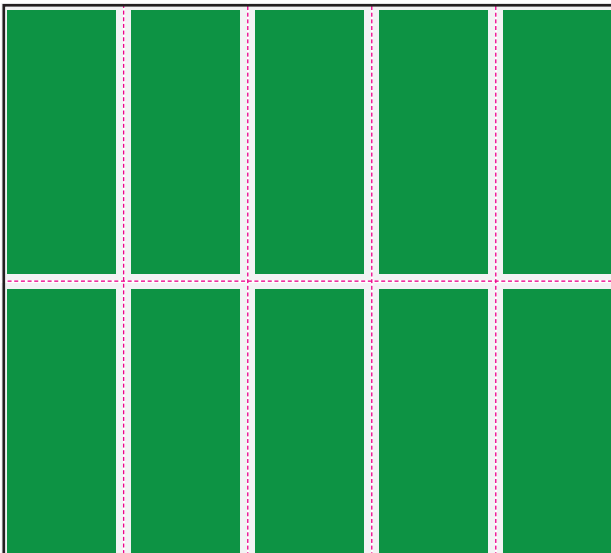
### Event Guide Layout Mockup:

SIDE 1



- Trim (edge of paper)
- - - Folds
- Panels

SIDE 2



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