



2024 EVENT GUIDE ADVERTISING

DEADLINES AND PRICES

Magazine-quality event guides are produced for the world-famous automotive events 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 with live links 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*	Event Guide Print Quantity	Deadlines	Full Page	1/2 Page	1/4 Page
Spring Carlisle April 17-21	94,000	24,000	Order By: MARCH 7 Submit Art By: MARCH 14	\$2,200	\$1,400	\$1,200
Ford Nationals May 31 - June 2	59,000	14,000	Order By: APRIL 17 Submit Art By: APRIL 24	\$1,835	\$1,235	\$1,000
GM Nationals June 21-22	24,000	5,000	Order By: MAY 8 Submit Art By: MAY 15	\$1,620	\$1,020	\$650
Chrysler Nationals July 12-14	59,000	14,000	Order By: MAY 29 Submit Art By: JUNE 5	\$1,835	\$1,235	\$1,000
Truck Nationals August 2-4	41,000	10,000	Order By: JUNE 18 Submit Art By: JUNE 25	\$1,620	\$1,020	\$650
Corvettes at Carlisle April 17-21	62,000	14,000	Order By: JULY 10 Submit Art By: JULY 17	\$2,200	\$1,400	\$1,200
Fall Carlisle April 17-21	74,000	18,000	Order By: AUG. 22 Submit Art By: AUG. 29	\$2,200	\$1,400	\$1,200
Full Page in each event guide				\$10,000		
1/2 Page in each event guide				\$6,445		
ADVERTISING RATE TOTAL						

*Attendance is the average of 2018-2023, excluding 2020

TOTAL OF ALL FEES CIRCLED ABOVE

Contact // Katie Cole // katie.cole@thinkgraphtech.com



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ADVERTISING CONTRACT

Please complete this form and email to Katie Cole at katie.cole@thinkgraphtech.com or fax to (717) 238-3081.

Feel free to contact Katie if you have any questions at (717) 238-5751, Ext. 129 or katie.cole@thinkgraphtech.com.

Contact Information

ORGANIZATION NAME

CONTACT PERSON

STREET ADDRESS

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Billing Information (if different from contact)

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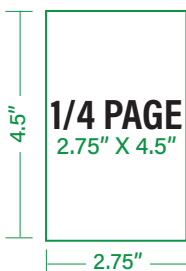
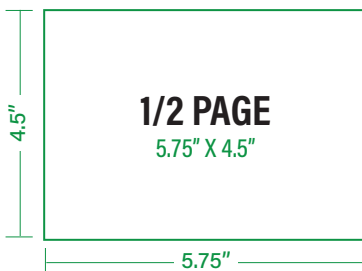
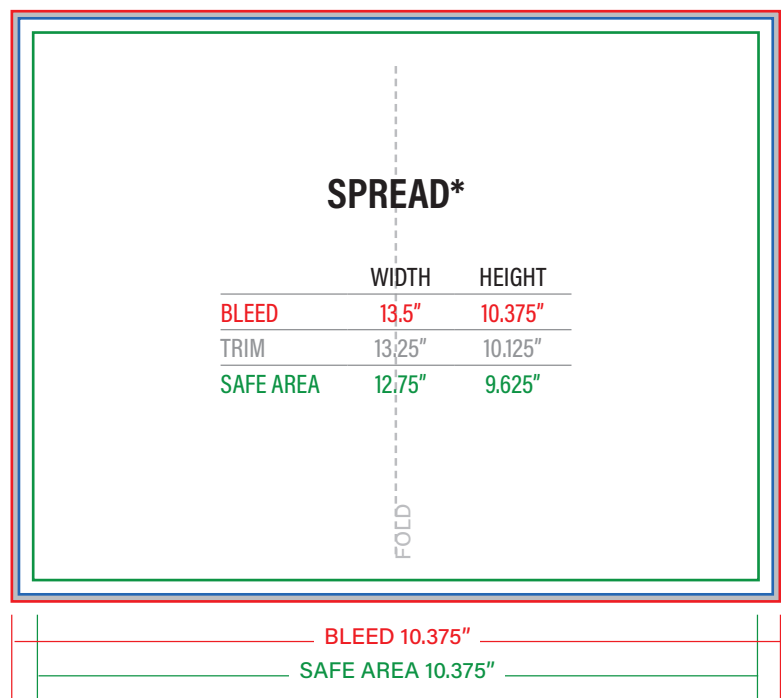
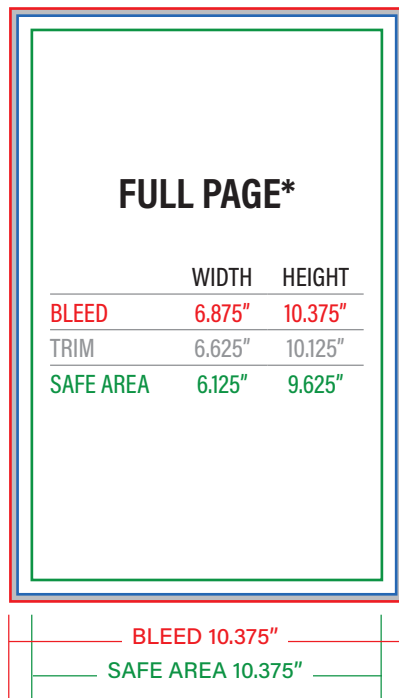
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AD DIMENSIONS & FILE SPECIFICATIONS



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

katie.cole@thinkgraphtech.com