



# 2025 Event Guide Advertising

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 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*	Print Quantity	Deadlines	Full Page	1/2 Page	1/4 Page	1/8 Page
<b>Spring Carlisle</b> April 23-27	90,000	20,000	Order By: <b>FEB. 25</b> Submit Art By: <b>MARCH 25</b>	\$1,220	\$720	\$450	\$250
<b>Import &amp; Performance</b> May 16-17	There is no advertising on the printed event map/schedule for this event.						
<b>Ford Nationals</b> June 6-8	61,000	14,000	Order By: <b>APRIL 9</b> Submit Art By: <b>MAY 7</b>	\$1,220	\$720	\$450	\$250
<b>GM Nationals</b> June 20-21	24,000	5,000	Order By: <b>APRIL 17</b> Submit Art By: <b>MAY 15</b>	\$870	\$495	\$315	\$250
<b>Chrysler Nationals</b> July 11-13	60,000	14,000	Order By: <b>MAY 8</b> Submit Art By: <b>JUNE 5</b>	\$1,220	\$720	\$450	\$250
<b>Truck Nationals</b> August 1-3	There is no advertising on the printed event map/schedule for this event.						
<b>Corvettes at Carlisle</b> August 21-23	61,000	14,000	Order By: <b>JUNE 19</b> Submit Art By: <b>JULY 17</b>	\$1,660	\$915	\$590	\$250
<b>Fall Carlisle</b> October 1-5	70,000	15,000	Order By: <b>AUG. 1</b> Submit Art By: <b>AUG. 29</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>							

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

TOTAL OF ALL FEES CIRCLED ABOVE



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## ADVERTISING CONTRACT

Please complete this form and email to PJ Taylor at [pj.taylor@thinkgraphtech.com](mailto:pj.taylor@thinkgraphtech.com) or fax to (717) 238-3081.

Feel free to contact PJ if you have any questions at (717) 238-5751, Ext. 103 or [pj.taylor@thinkgraphtech.com](mailto:pj.taylor@thinkgraphtech.com).

### Contact Information

ORGANIZATION NAME

CONTACT PERSON

STREET ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL

### Billing Information (if different from contact)

ORGANIZATION NAME

CONTACT PERSON

STREET ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL

### Payment Information

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

- Please invoice me:       In Full     Per Issue
- Please charge my credit card:     In Full     Per Issue
- Visa     Mastercard     Discover     American Express

CREDIT CARD NUMBER

EXPIRATION DATE

CIV #

NAME ON CARD

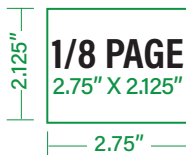
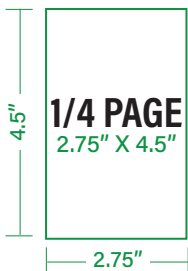
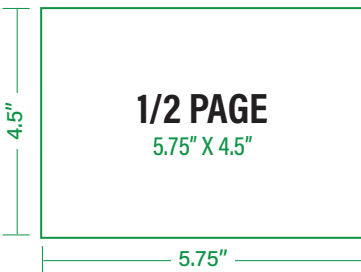
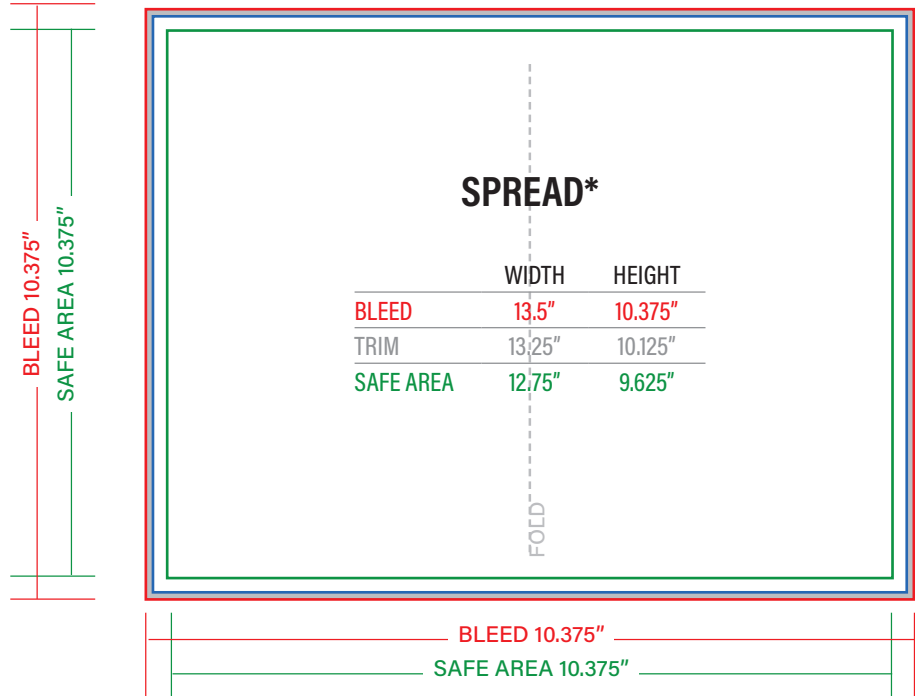
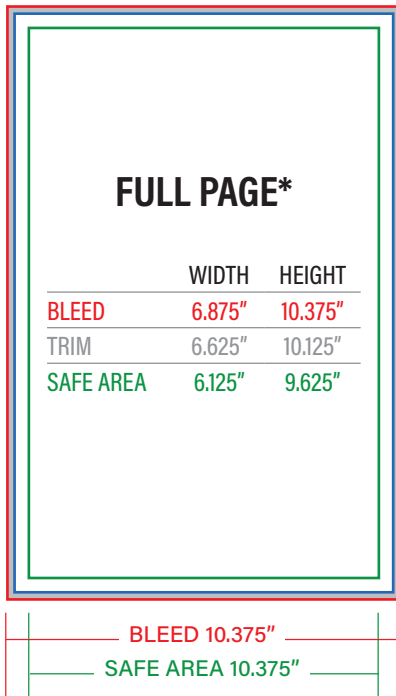
SIGNATURE

**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. Graphtech 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.



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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

[pj.taylor@thinkgraphtech.com](mailto:pj.taylor@thinkgraphtech.com)