



FALL IN LOVE WITH

The art of the automobile



ADVERTISING GUIDE

18TH LA JOLLA CONCOURS d'ELEGANCE

APRIL 19-21, 2024

LA JOLLA COVE

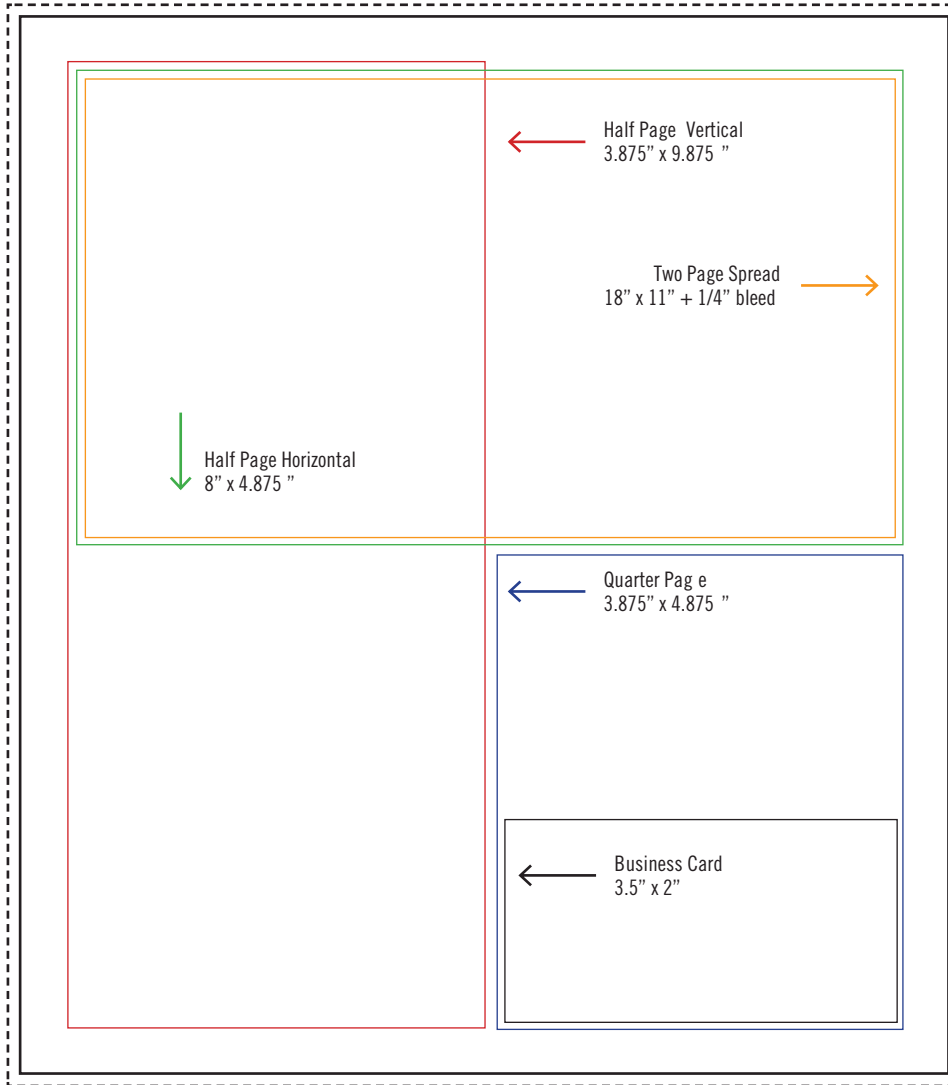
LA JOLLA, CA

BENEFITING THE LA JOLLA HISTORICAL SOCIETY



ADVERTISING

SPECIFICATIONS AND PLACEMENT



● HALF PAGE VERTICAL
3.875" x 9.875 "

● HALF PAGE HORIZON TALL
8" x 4.875 "

● QUARTER PAGE
3.875" x 4.875 "

● BUSINESS CARD
3.5" x 2 "

● TWO PAGE SPREAD
18" x 11" + 1/4" bleed

← COVER OR FULL PAGE
9" x 11 + 1/4" bleed

DISPLAY ARTWORK REQUIREMENTS

- All ads are four color (CMYK).
- PDF (distilled at high resolution) or EPS files (preferred with all fonts outlined)
- High resolution bitmap files (TIFF, JPEG) are acceptable, but be advised that bitmap text may print blurry.

DISPLAY ARTWORK DEADLINE - FEBRUARY 10, 2024

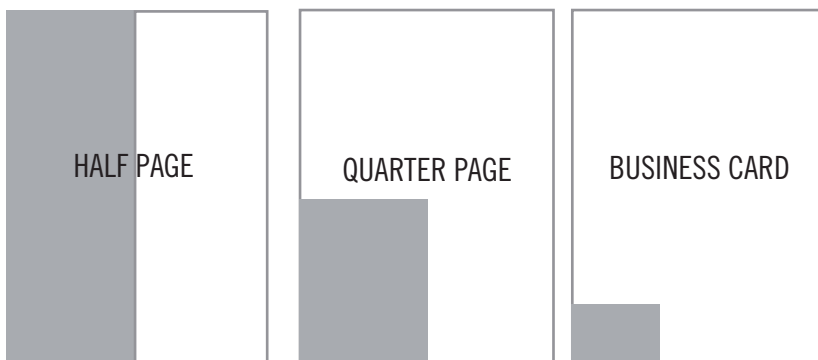
- Advertising artwork must be received by February 10, 2024
- Format PDF (high resolution) or EPS files preferred with all fonts outlined
- Please email ads to:
Ciara@mcfarlanepromotions.com

AD RATES

SUNDAY VIP RECEPTION – APRIL 21, 2024 – 11 AM to 4 PM

EXCLUSIVE MARKETING OPPORTUNITY

This event draws thousands of the most sophisticated audience from San Diego and surrounding areas, as well as across the nation. Join this premiere event in La Jolla: align your brand with luxury, reach your target consumer with our commemorative program! Funds raised support the La Jolla Historical Society.



AD RATES

Program will be printed in 9" x 11" perfect bound format.

BACK COVER \$3,000

INSIDE FRONT COVER \$3,000

INSIDE BACK COVER \$2,000

TWO PAGE SPREAD \$2,500

FULL PAGE \$1,250

HALF PAGE (HORIZONTAL OR VERTICAL) \$700

QUARTER PAGE \$500

BUSINESS CARD SIZE \$200

BUSINESS LISTING \$100

(Includes eight words of description + address / phone / web address.)



REGISTRATION FORM

YES, I WANT TO PROMOTE MY BUSINESS TO THE DISCERNING AUDIENCE.

COMPANY NAME:

PRIMARY CONTACT:

MAILING ADDRESS FOR LOAD-IN PACKET:

OFFICE PHONE NUMBER:

EMAIL:

CELL NUMBER:

ON-SITE CONTACT PHONE:

CREDIT CARD NUMBER:

TYPE:

CVC:

EXPIRATION DATE:

SPONSOR SIGNATURE:

DATE:



FORM COMPLETED BY DECEMBER 15TH FOR 10% DISCOUNT

AD RATES AND SIZING

Program will be printed in 9" x 11" perfect bound format.

CHECK THE AD SIZE YOU PREFER:

- | | |
|--|---|
| <input type="checkbox"/> BACK COVER 9" x 11" + 1/4" bleed \$3,000 | <input type="checkbox"/> HALF PAGE (HORIZONTAL) 8" x 4.875" \$700 |
| <input type="checkbox"/> INSIDE FRONT COVER 18" x 11" + 1/4" bleed \$3,000 | <input type="checkbox"/> HALF PAGE (VERTICAL) 3.875" x 9.875" \$700 |
| <input type="checkbox"/> INSIDE BACK COVER 9" x 11" + 1/4" bleed \$2,000 | <input type="checkbox"/> QUARTER PAGE 3.875" x 4.875" \$500 |
| <input type="checkbox"/> TWO PAGE SPREAD 18" x 11" + 1/4" bleed \$2,500 | <input type="checkbox"/> BUSINESS CARD SIZE 3.5" x 2" \$200 |
| <input type="checkbox"/> FULL PAGE 9" x 11" + 1/4" bleed \$1,250 | <input type="checkbox"/> BUSINESS LISTING \$100
(Includes eight words of description + address / phone / web address.) |

Credit cards will be charged a 3% processing fee. I agree to the above sponsorship agreement and am the authorized representative to pay any sponsorship dollars to the La Jolla Concours d'Elegance by February 10, 2024.

SUBMISSIONS

Please make all checks payable to "La Jolla Historical Society" and mail to:

La Jolla Concours d'Elegance c/o McFarlane Promotions
656 Fifth Avenue Suite B
San Diego, CA 92101



REACH SOUTHERN CALIFORNIA'S
Crème de la crème

We make it easy to reach the best prospects for luxury goods and services such as exotic cars, real estate and financial services, as well as luxury travel and entertainment. Target the crème de la crème, up close, in-person, at the 18th annual La Jolla Concours d'Elegance and The La Jolla Motor Car Classic at the Concours from Friday, April 19 through Sunday, April 21, 2024. This event a sophisticated audience from Southern California, as well as national and international guests.

Support this premier lifestyle event in one of the world's most prestigious communities, build brand recognition and earn goodwill. Best of all, by getting involved now, you'll be guaranteed a place in the event for future years as it has become one of the leading attractions of its kind.

For further information: 619.233.5008 | [LaJollaConcours.com](https://www.LaJollaConcours.com)

Proceeds support the La Jolla Historical Society.

