



## ADVERTISING GUIDE

APRIL 24-26, 2026  
LA JOLLA, CALIFORNIA

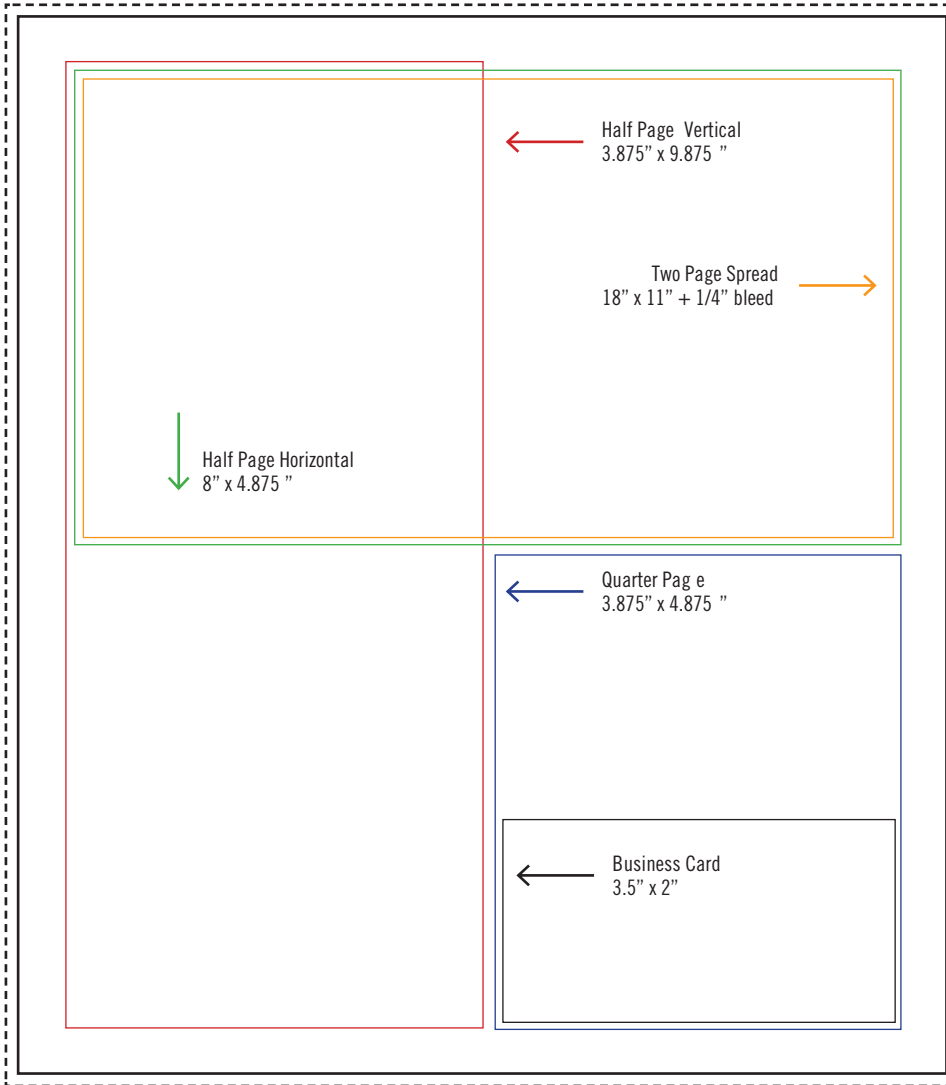


20th ANNUAL  
LA JOLLA CONCOURS d'ELEGANCE

Powered by [events.com](https://www.events.com)

# 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 9, 2026

- Advertising artwork must be received by February 9, 2026  
Format PDF (high resolution) or EPS files preferred with all fonts outlined
- Please email ads to:  
**Ciara@mcfarlanepromotions.com**



# AD RATES

## 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!

### 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

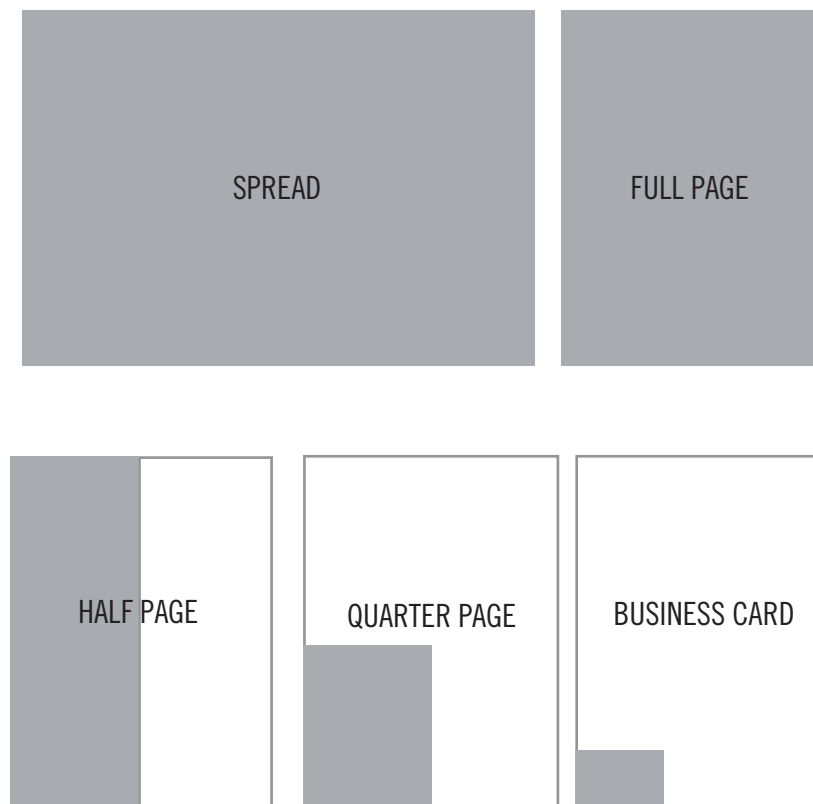
**HALF PAGE (HORIZONTAL OR VERTICAL)** \$700

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

**Credit cards will be charged a 4% processing fee.**

**Please make all checks payable to "La Jolla Concours d'Elegance" 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 20th annual La Jolla Concours d'Elegance and The La Jolla Motor Car Classic at the Concours from Friday, April 24 through Sunday, April 26, 2026. 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://LaJollaConcours.com)**

