

**14TH ANNUAL  
NIELLO CONCOURS AT SERRANO  
OCTOBER 1, 2017  
CELEBRATING  
THE ERA OF ELEGANCE  
FEATURING THE CLASSICS  
FROM 1915-1948**

In the tradition of a true Concours d'Elegance, the Niello Concours at Serrano will bring luxury motor car enthusiasts, as well as those who enjoy the finer things in life, together to experience a grand display of automobiles on the green at the Serrano Visitors Center. This Concours has become the venue to connect with the perfect high-end demographic of customers for your business.

The opportunity is before you; more than 4,000 people are expected to attend the Niello Concours at Serrano. Each will be given an event program. Imagine all of them recognizing your company as a partner to this impressive event. Placing a full-color advertisement in our beautiful souvenir program provides an excellent opportunity to showcase your brand to an affluent consumer audience.

By attracting the perfect demographics, the concours offers a chance for you to converse face to face with potential customers who need your product or service. This lifestyle event is waiting for you and your business to become a part of today.

**Advertisement Rates**

**Premium Positions:**

Back Cover:	<b>\$4,000</b>
Inside Back Cover:	<b>\$2,900</b>
Inside Front Cover:	<b>\$3,500</b>
Page Three:	<b>\$3,000</b>
Inside Two-Page Spread:	<b>\$5,200 (page 4 and 5)</b>
Page Six:	<b>\$2,700</b>
Page Seven:	<b>\$2,700</b>
Inside Two-Page Spread:	<b>\$4,700 (page 8 and 9)</b>

**ROP Positions:**

Two-Page Spread:	<b>\$4,100</b>
Full Page:	<b>\$2,300</b>
Half Page:	<b>\$1,400</b>
Quarter Page:	<b>\$1,000</b>
Third Page:	<b>\$1,200</b>

To discuss advertising information or to place an advertisement, please contact:

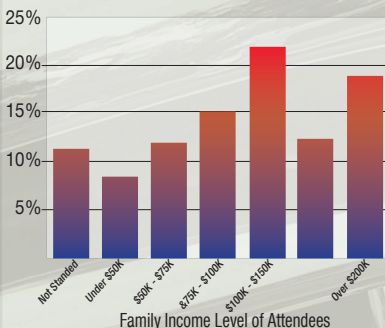
Michele Moore  
916.635.2445

MMoore@TheConcours.net

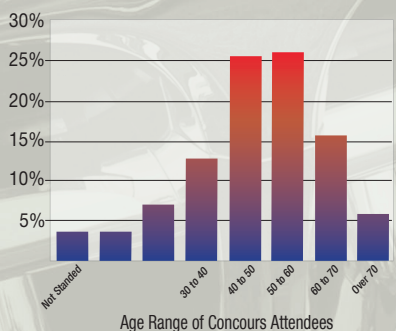
The Niello Concours at Serrano is a production of Premier Concours Promotions, Inc.

**Attendee Statistics**

Concours Attendees Income Profile

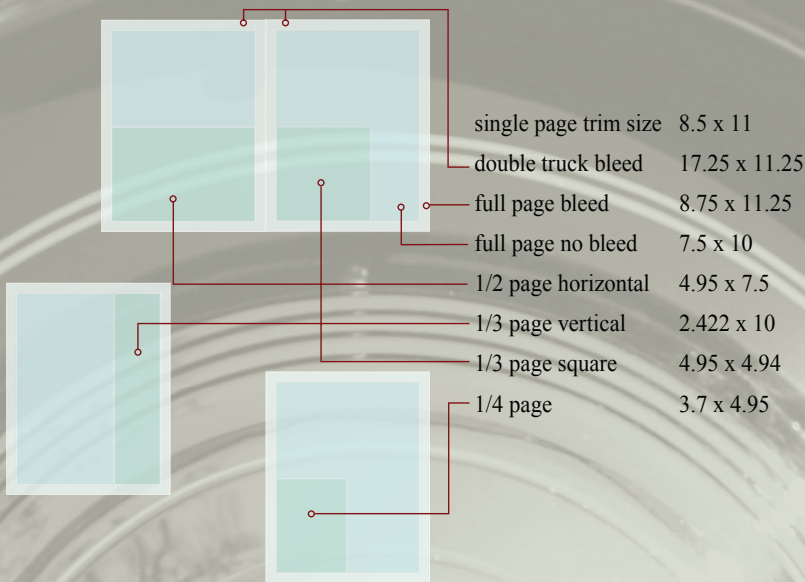


Concours Attendees Age Profile



These charts are meant to be a representation of concours events in general and are shown for reference of a typical concours event. The demographic information may not be representative of all concours events.

## MECHANICAL SPECIFICATIONS



We can accept your ad as a PDF file; please make sure that:

- All photos are CMYK, not RGB
- All photos and logos are at least 300 dpi
- All colors and scans must be CMYK
- No stylized fonts

We are still happy to accept:  
InDesign, Illustrator, TIFF and EPS files if you prefer.

Production charges for building ads, file conversions or other prepress services will be billed at \$60 per hour.

## ADVERTISING CONTRACT

Company / Client Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

E-mail (important) \_\_\_\_\_

Date of Order	Ad Size and Format	Placement Requested	Price per Insertion

Comments \_\_\_\_\_

Accepted by: Name(print) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Client Signature \_\_\_\_\_

Account Executive \_\_\_\_\_ Publisher Acceptance \_\_\_\_\_