

15TH ANNUAL
NIELLO CONCOURS AT SERRANO
OCTOBER 7, 2018
CELEBRATING FESTI D'ITALIA
AND ALL THINGS ITALIAN

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

ROP Positions:

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

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

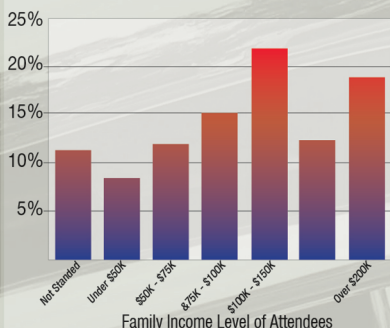
Michele Moore
916.635.2445

MMoore@TheConcours.net

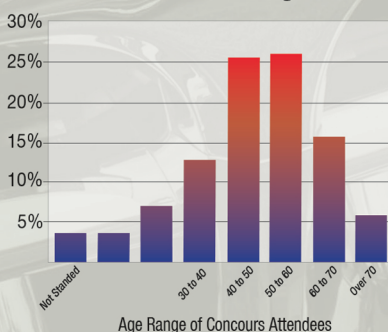
The Niello Concours at Serrano is a production of Premier Concours Promotions, Inc.

Attendee Statistics

Concours Attendees Income Profile

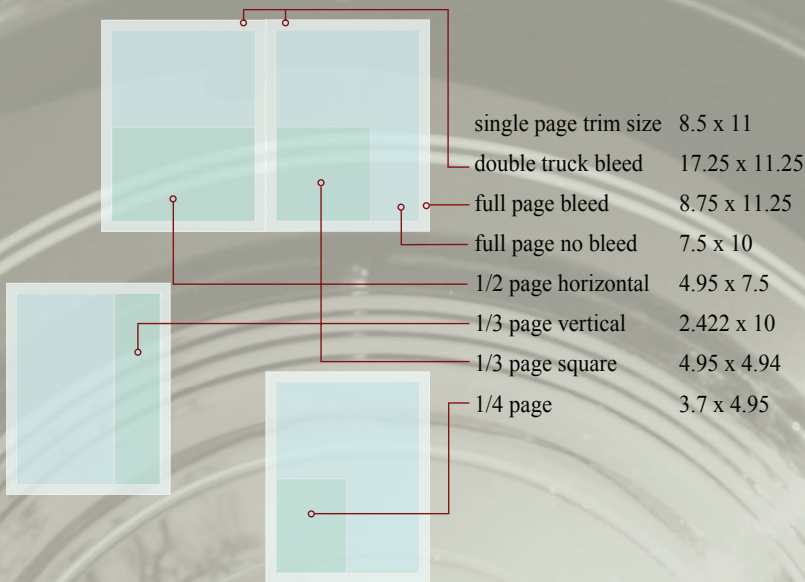


Concours Attendees Age Profile



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 _____