

CARLISLE Events

2027 Event Guide Advertising



Put your company in front of 427,000 automotive hobbyists who attend the car shows in Carlisle, PA!



70,000 event guides are produced for our world-famous automotive events and they're available at **CarlisleEvents.com** to our nearly **2 million** web page visitors.

PERMANENT ONLINE ARCHIVE: HTTPS://CARLISLEEVENTS.COM/MEDIA/EVENT-GUIDE-ARCHIVE

ADVERTISING RATES

☐ **FULL PAGE BUNDLE**	Full Page Ad in Each Event Guide	**-35%** $5990	Regular Price: ~~$9150~~	
☐ **1/2 PAGE BUNDLE**	1/2 Page Ad in Each Event Guide	**-25%** $3890	Regular Price: ~~$5280~~	
☐ **1/4 PAGE BUNDLE**	1/4 Page Ad in Each Event Guide	**-10%** $2890	Regular Price: ~~$3335~~	

ALL BUNDLES:
- Must be ordered by **March 11**
- Artwork for all guides due **March 11**
- Final payment due **April 30**

Event	Attendance*	Quantity	Full	1/2	1/4	1/8	Reservation, Payment, & Artwork Deadline
SPRING CARLISLE April 21-25	90,000	13,000	☐ $1,220	☐ $720	☐ $450	☐ $250	MARCH 11
IMPORT & PERFORMANCE May 14-15	26,000	5,000	☐ $870	☐ $495	☐ $315	These event guides are folded like a road map.	APRIL 7
FORD NATIONALS June 4-6	61,000	10,000	☐ $1,220	☐ $720	☐ $450		APRIL 14
GM NATIONALS June 25-26	22,000	5,000	☐ $870	☐ $495	☐ $315		MAY 10
CHRYSLER NATIONALS July 9-11	60,000	10,000	☐ $1,220	☐ $720	☐ $450		MAY 26
TRUCK NATIONALS August 6-8	43,000	5,000	☐ $870	☐ $495	☐ $315		JUNE 18
CORVETTES AT CARLISLE August 26-28	58,000	11,000	☐ $1,660	☐ $915	☐ $590	☐ $250	JULY 13
FALL CARLISLE Sept. 29 - Oct. 3	67,000	12,000	☐ $1,220	☐ $720	☐ $450	☐ $250	AUGUST 20

*Average 2022-2026

CLEAR

EARLY-BIRD DISCOUNT

Commit by January 31st and get discounted prices. Ad rates increase February 1, 2027.

TOTAL DUE: $ 0

PLACE AN AD WITH OUR ADVERTISING PARTNER

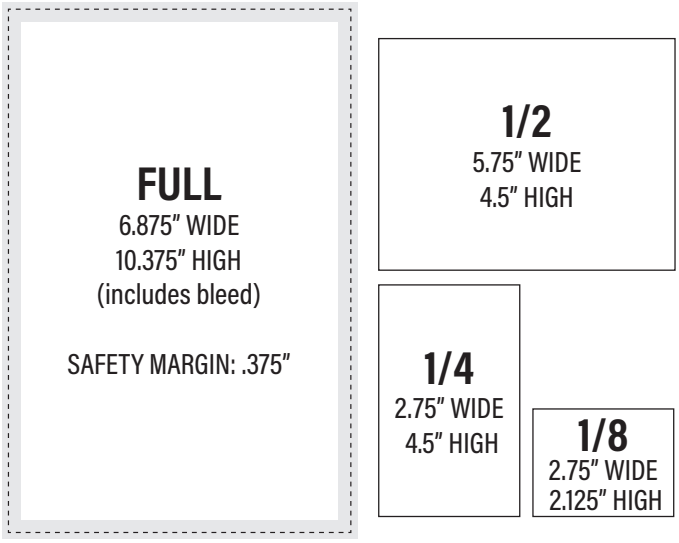
717-409-5642 / manager@marketinggurus.biz

Storytelling Marketing Communications

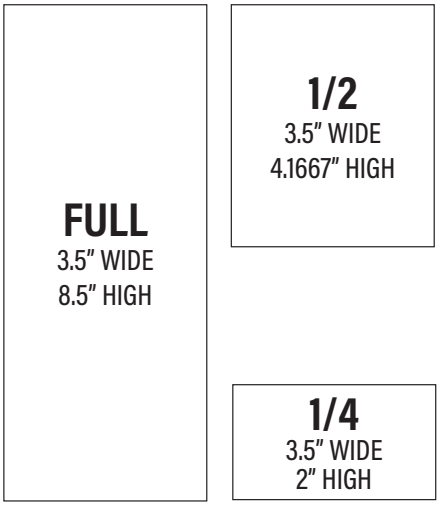
- **See next page for ad submission requirements.**
- Convenient online payment processing.
- Advertisers will be billed before each issue.
- All accounts must be paid within 30 days of the billing date.
- Fees may apply to late payments, and advertising may be canceled for non-payment or non-submittal of artwork.
- No cancellations will be accepted after the deadline.
- Storytelling Marketing Communications reserves the right to cancel any advertising contract due to nonpayment.
- Contact Storytelling Marketing Communication if you need design assistance.
- Previous artwork will be repeated unless new copy is received by the deadline.
- 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.

2027 Event Guide
Ad Submission Requirements

- **Spring Carlisle**
- **Corvettes at Carlisle**
- **Fall Carlisle**



- **Import & Performance**
- **Ford Nationals**
- **GM Nationals**
- **Chrysler Nationals**
- **Truck Nationals**



Dimensions are shown above. There are two different event guide sizes. Be sure to submit the correct size ad for the event(s) you have chosen.

File Type

- JPG (High Quality) or PDF (Press Quality)
- 300 dpi
- CMYK

Email Your Ad

manager@marketinggurus.biz

- If you need ad design assistance, contact Storytelling Marketing Communications at 717-409-5642 or manager@marketinggurus.biz

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