



FORMULA 1
GRAND PRIX
DU CANADA
2023

**OFFICIAL
PROGRAM**

CIRCUIT GILLES-VILLENEUVE | MONTRÉAL | [GPCANADA.CA](https://gpcanada.ca)

BENEFITS OF THE PRESENTING PARTNER

SPOTTER'S GUIDE

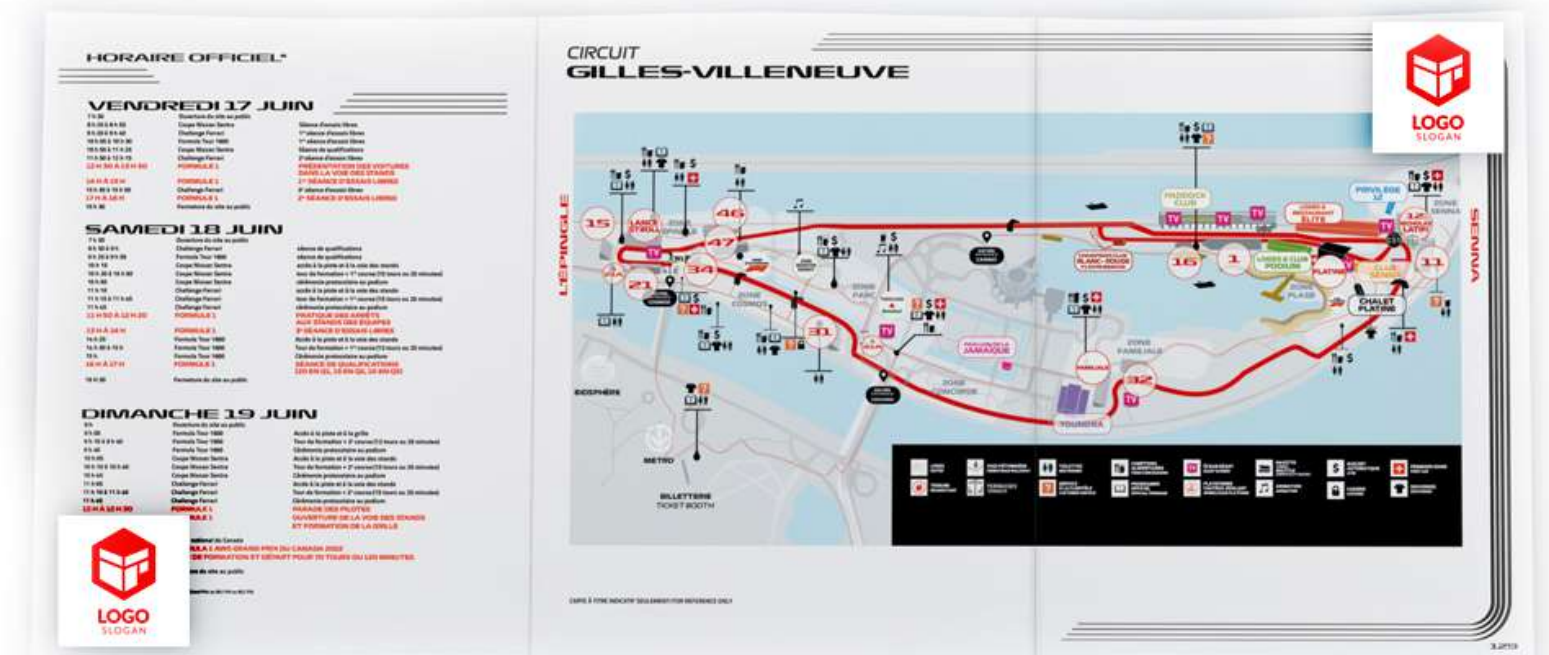
- Visibility on the cover (logo/mention) of the Spotter's guide
- 4-colour ad on the back cover of the Spotter's guide
- One page advertorial in the Spotter's guide
- A post on our social media channels announcing the Spotter's guide
- A newsletter announcing the Spotter's Guide and its presenter
- 2 grandstand tickets for the Formula 1 Grand Prix du Canada



BENEFITS OF THE PRESENTING PARTNER

SCHEDULE & MAP

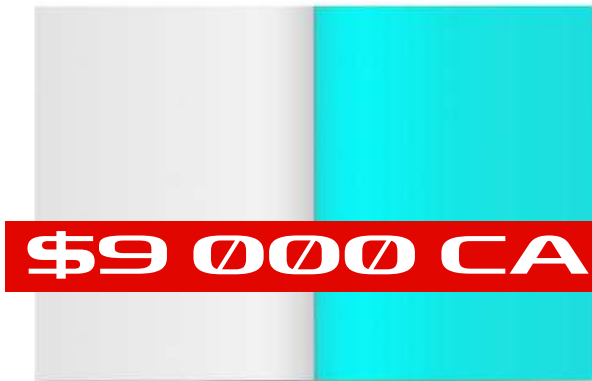
- Visibility on the cover page (logo/mention) of the schedule and map section
- 4-colour advertisement on the 4th cover of the schedule and map section
- An advertorial page in the schedule and map section
- A post on our social media plateforms announcing the schedule and map section
- A newsletter announcing the schedule and site map section and its presenter
- 2 grandstand tickets for the 2023 Formula 1 Grand Prix du Canada



FEEES

FULL PAGE

4 COLOUR ADVERTISING IN PRINT AND DIGITAL VERSIONS.



\$9 000 CAD

SCHEDULE & MAP

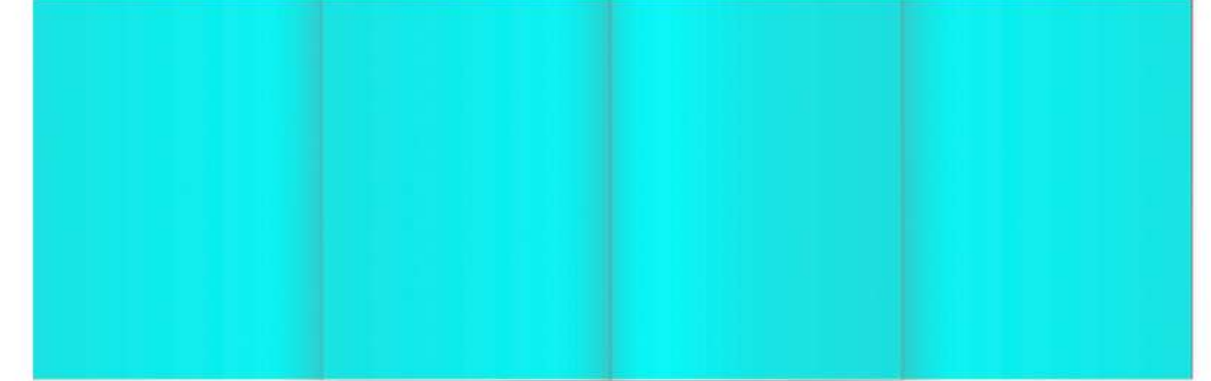
PRESENTER OF THE SCHEDULE AND SITE MAP



\$16 000 CAD

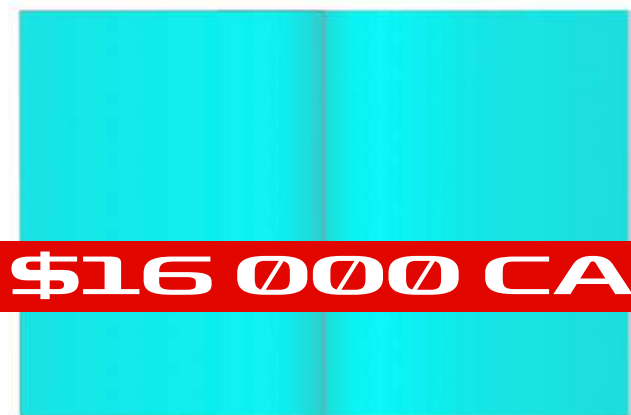
SPOTTER'S GUIDE

PRESENTER OF THE TEAMS AND DRIVERS, INCORPORATING YOUR ADVERTISING CONCEPT



DOUBLE PAGE

DOUBLE PAGE 4 COLOUR AD IN PRINT AND DIGITAL VERSIONS.



\$16 000 CAD



\$30 000 CAD

TECHNICAL SPECS

COPY

- No text should be smaller than 8 points.
- Inverted text should be at least 12 points.

We cannot guarantee printing any typography smaller than the sizes mentioned above.

IMAGES

- We recommend the use of SWOP 2013 profiles (supplied upon request).
- A U.C.R. profile is recommended for all images, except for images with neutral tones, for which the GCR profile is preferable.
- The minimum resolution should be 300 D.P.I., with 300% maximum saturation.
- No RGB will be accepted.
- Black and white: White = 3%, Black = 95%, mid tone = 50%

FONTS

- Reversed text: 7 points minimum on a background having a maximum of 2 colours.
- Serif characters are not recommended.
- For all normal copy, use 100K only.
- Vectorize fonts.

COLOURS

- Density should not exceed 300%.
- A 95% shade will be considered as a solid colour.
- A shade of less than 3% will be considered as 0%.
- Typical emboldening of the point is: 16% +/- 4% in a 50% region.
- All colours must be separated in CMYK.
- Metallic or fluorescent PMS: call us for more information
- Rich black: 100K 30C recommended

FULL PAGE

- Finished format: 8 1/8" X 10 7/8"
- Safety margin : 1/4" minimum forthe interior margins.
- Provide 1/2" of safety margin forthe interior margins (on the side of the spine). See template
- Bleed: 1/8" minimum

DOUBLE PAGE

- Finished format: 16.25" X 10 7/8"
- Safety margin : 1/4" minimum forthe interior margins.
- Provide 1/2" of safety margin forthe interior margins (on the side of the spine). See template.
- Bleed: 1/8" minimum

For double page advertising : It is not recommended to add text in the crease, this could lead to the loss of certain characters in the centre fold.

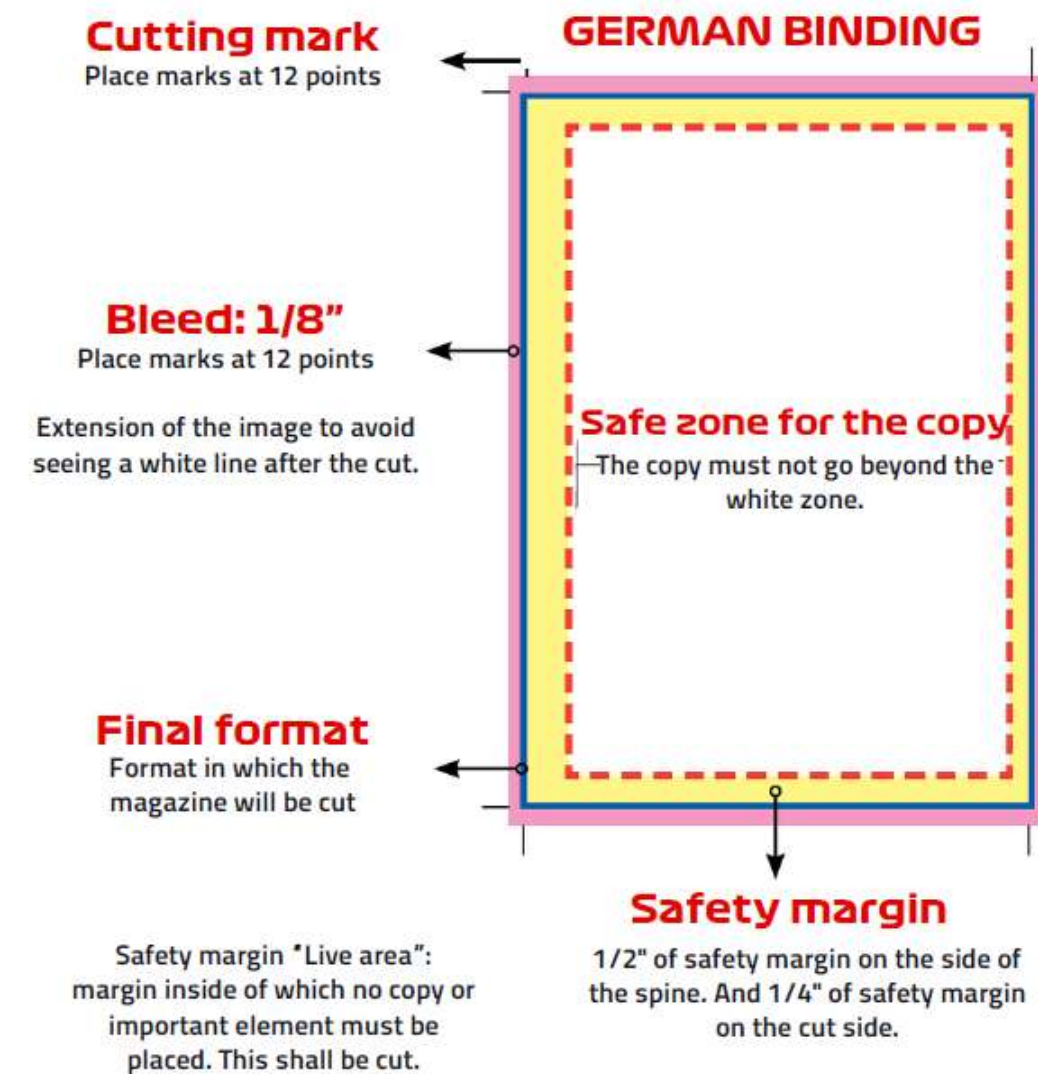
SPOTTER'S GUIDE

The formats will be provided to you according to the chosen concept.

SCHEDULE & MAP

The formats will be provided to you according to the chosen concept.

TEMPLATE



FILE FORMAT

- High Resolution PDF (PDFX-1A)
- Include all fonts and images in the PDF.
- Trademarks must be adjusted to 12 pts font.

DEADLINE

For delivery of material, please email to ccloutier@gpcanada.ca

APRIL 23, 2023



**FORMULA 1
GRAND PRIX
DU CANADA
2022**

CHAMPION

**FORMULA 1
GRAND PRIX
DU CANADA
2022**

FORMULA 1
WEBSITE: FORMULA1.COM
CALL: 1-855-227-4444
TICKETS: FORMULA1.COM/TICKETS