



THE CARS. THE PEOPLE. THE EXCITEMENT.

2010 ADVERTISING ORDER FORM

1 Carlisle Events produces a directory for each event. Each issue is given free to guests, and features a schedule of events, map, alphabetical vendor listing, specialty code listing, news articles, and display advertising.

To place your display advertisement in the 2010 directories, complete this form, follow the specifications on the reverse, and email to: **ads@carlisleevents.com**. You may also follow the file uploading instructions on reverse.

VENDOR NO. _____
 NAME _____
 COMPANY _____
 ADDRESS _____
 CITY/STATE/ZIP _____
 PHONE _____
 FAX _____
 EMAIL _____

2 INSTRUCTIONS: Circle the cost of the ads you wish to order. Prices listed are for black and white (grayscale) ads. If you would like to run your ad in color please check the "color" box. **See reverse for specifications.**

DISCOUNTS: If you order an ad in five or more event directories, you are entitled to a 10% discount.

SPECIAL PLACEMENTS: Your ad can be placed in a special location in every event directory on a seasonal basis, or just the event directory you choose if the space is available. Call your salesperson to order any special placement ad at 717-243-7855.

EVENT DIRECTORY	Order/Payment Deadline	Materials Deadline	AD SIZES (Prices listed are for Black and White Ads)								Add \$300 for color ads	COST
			Full	2/3	1/2	1/3	1/4	1/6	1/12			
Spring Carlisle & Auction April 22-26	March 4	March 18	\$850	\$700	\$525	\$425	\$345	\$300	\$165	n/a	=	
Performance & Style May 9-10	March 16	March 30	550	450	350	280	220	205	120	<input type="checkbox"/>	=	
Import & Kit Nationals May 15-17	March 25	April 8	420	350	270	225	170	155	90	<input type="checkbox"/>	=	
All-Ford Nationals June 5-7	March 29	April 19	600	495	375	305	240	215	120	<input type="checkbox"/>	=	
All-GM Nationals June 26-28	April 28	May 13	465	385	290	250	200	180	110	<input type="checkbox"/>	=	
All-Chrysler Nationals July 10-12	May 3	May 26	600	495	375	305	240	215	120	<input type="checkbox"/>	=	
Carlisle Bike Fest July 17-19	May 20	June 1	455	375	285	235	N/A	N/A	N/A	<input type="checkbox"/>	=	
All-Truck Nationals August 7-9	June 1	June 21	535	440	340	275	220	195	110	<input type="checkbox"/>	=	
Corvettes at Carlisle August 28-30	June 14	July 13	1,135	925	695	565	450	395	215	<input type="checkbox"/>	=	
Fall Carlisle & Auction Sept. 30-Oct. 4	Aug. 17	Aug. 31	850	700	525	425	345	300	165	n/a	=	

IMPORTANT: Indicate horizontal or vertical orientation with H or V:

3 PAYMENT: Payment must be included with your order by the "order/payment deadline" above. If ad copy and payment are not received by the specific deadlines, the ad will not run. No refunds will be made.

Form of payment: Check MasterCard Visa Am. Exp. Discover

Credit Card No.:

Expiration Date: Card Verification Value (CVV):

The CVV code is an anti-fraud security feature to help verify that you are in possession of your credit card. For Visa/MasterCard/Discover, the three-digit CVV number is printed on the signature panel on the back of the card immediately after the card's account number. For American Express, the four-digit CVV number is printed on the front of the card above the card account number.

Authorized Signature: _____

TOTAL AD COST _____

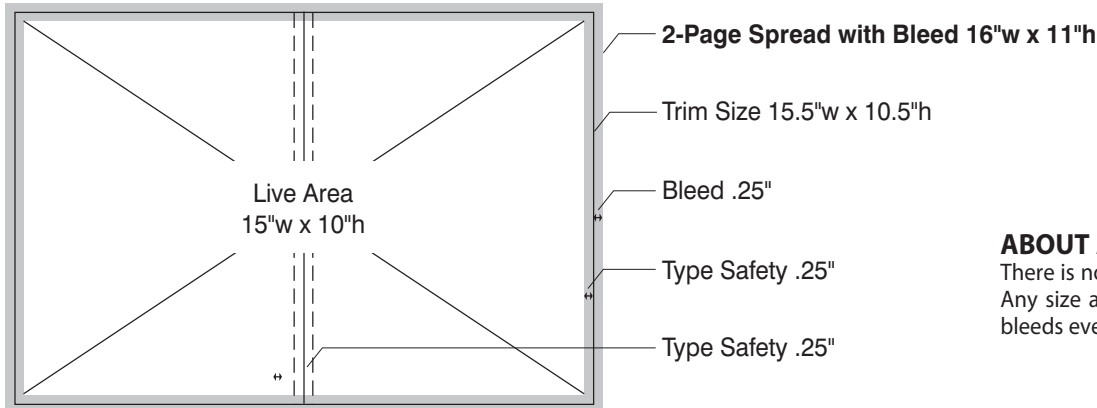
10% MULTIPLE AD DISCOUNT (if applicable) _____

SUBTOTAL _____

TOTAL AMOUNT DUE _____

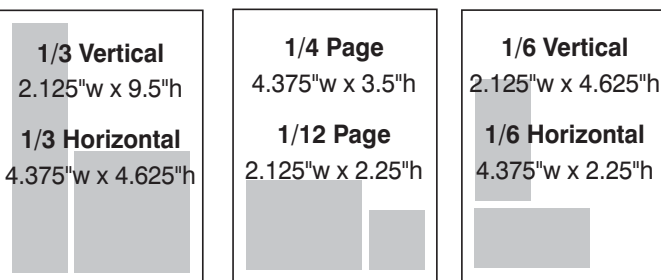
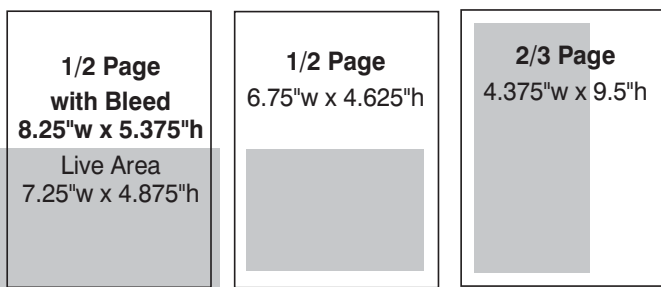
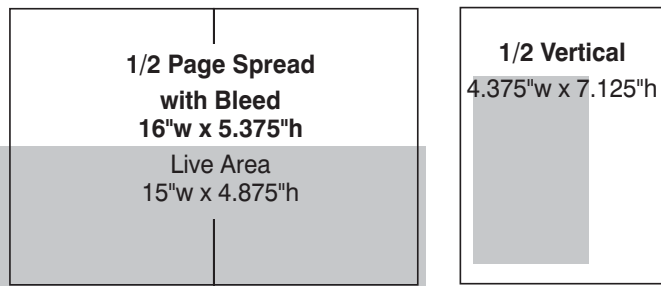
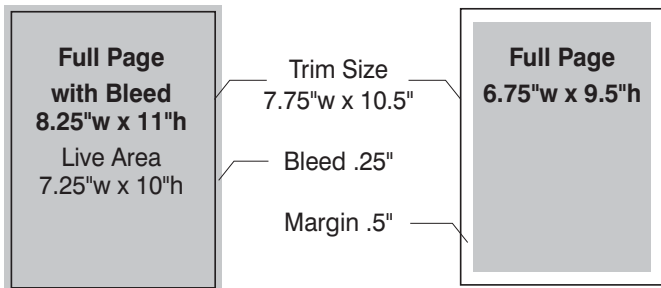
Salesperson _____

Date Ordered _____



ABOUT AD SIZES

There is no additional charge for ads that bleed. Any size ad may be submitted with or without bleeds even if not illustrated at left.



ELECTRONIC SPECIFICATIONS

Platform: PC-compatible
 Formats: PDF (preferred), TIF, EPS, JPG
 Resolution: 300 dpi
 Color: Color ads must be submitted as CMYK

DEADLINES

We need your ad(s) on the date(s) listed below. No exceptions.

- Spring Carlisle & Auction March 18**
- Carlisle Performance & Style March 30**
- Carlisle Import & Kit Nationals. April 8**
- Carlisle All-Ford Nationals. April 19**
- Carlisle All-GM Nationals May 13**
- Carlisle All-Chrysler Nationals May 26**
- Carlisle Bike Fest June 1**
- THESE SIZES NOT APPLICABLE TO BIKE FEST DIRECTORY**
- Carlisle All-Truck Nationals. June 21**
- Corvettes at Carlisle July 13**
- Fall Carlisle & Auction. Aug. 31**

SENDING YOUR AD

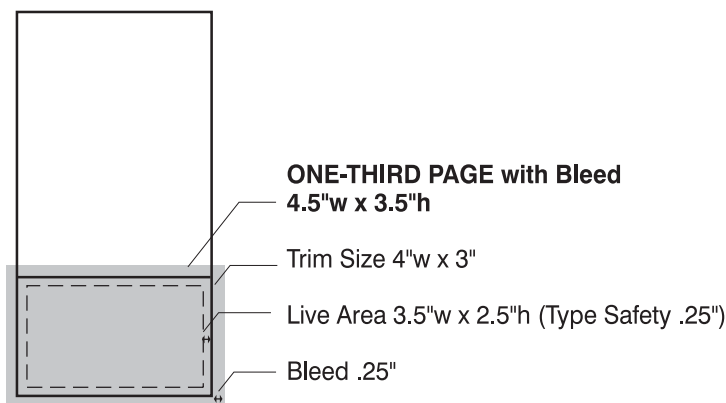
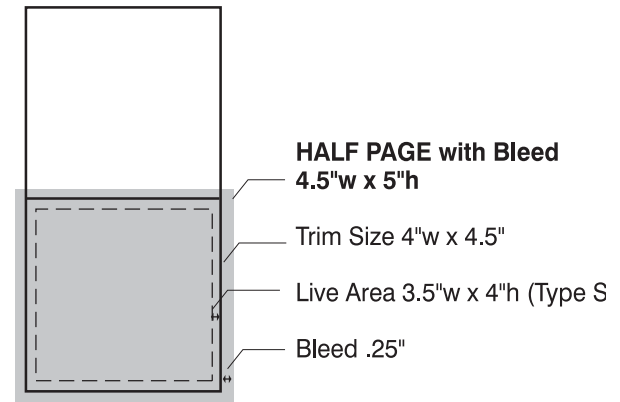
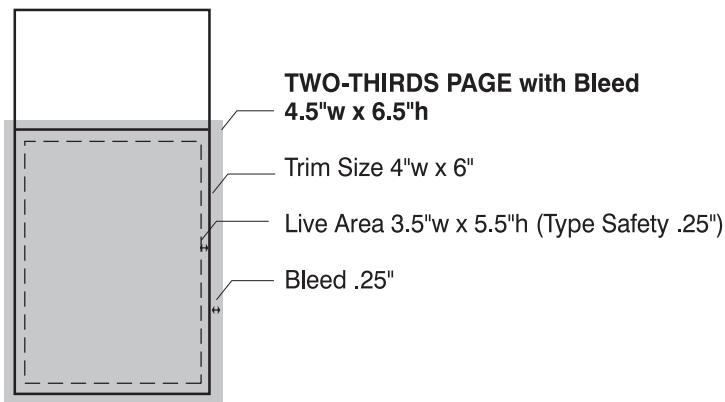
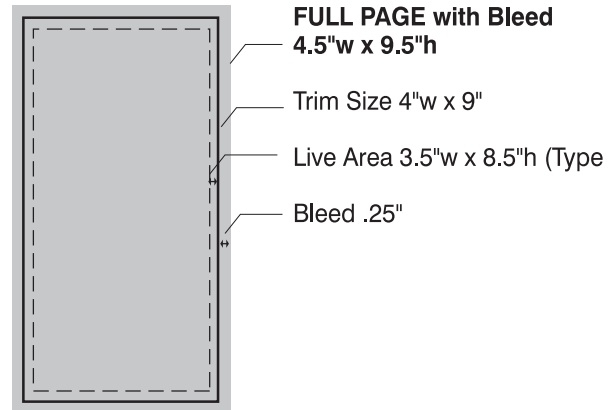
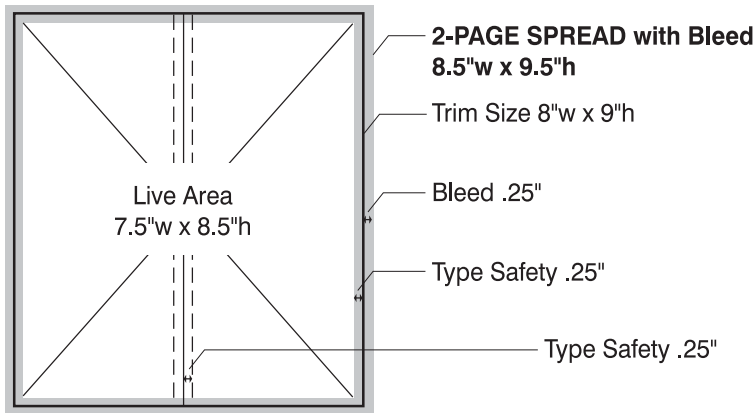
E-MAIL: Limit 5mb file size. You may Stuff and Zip files.
 ads@carlisleevents.com

FTP: Go to www.ibackup.com
 Click "OK" on pop-up window
 Go to File Menu, Login As...
 Login: carlisle
 Password: 10art

MAIL: Directory Advertising
 Carlisle Events
 1000 Bryn Mawr Road
 Carlisle, PA 17013



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BIKE FEST AD COPY IS DUE JUNE 1, 2010.

ELECTRONIC SPECIFICATIONS

Platform: PC-compatible
 Formats: PDF (preferred), TIF, EPS, JPG
 Resolution: 300 dpi
 Color: Color ads must be submitted as CMYK

SENDING YOUR AD

E-MAIL: Limit 5mb file size. You may Stuff and Zip files.
 ads@carlisleevents.com

FTP: Go to www.ibackup.com
 Click "OK" on pop-up window
 Go to File Menu, Login As...
 Login: carlisle
 Password: 10art

MAIL: Directory Advertising
 Carlisle Events
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