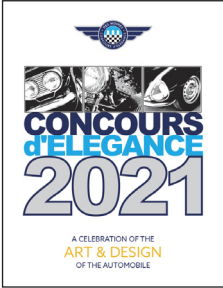




# THE DES MOINES CONCOURS d'ELEGANCE™

A Celebration of the Art & Design of the Automobile

September 11, 2022



DOWNLOAD THE 2021 PROGRAM HERE



*The Des Moines Concours is a premier exhibition of vintage, classic and special interest collectible motor vehicles that celebrate the fine art, design evolution, and amazing innovations of motor vehicles through the years, as well as the talented designers and engineers that created them. The Concours is held in downtown Des Moines on closed streets surrounding the internationally recognized John and Mary Pappajohn Sculpture Park that features 27 works of art by 21 of the world's most celebrated sculptors. Now in its 22nd year, the Des Moines Concours is a free event and open to the public with 2021 attendance exceeding 12,000 people.*

**Proceeds from the 2022 Des Moines Concours d'Elegance will benefit the Children's Cancer Connection, whose mission is enhancing the lives of families affected by childhood cancer by providing quality programs for education, recreation and support. For more information visit [www.childrenscancerconnection.org](http://www.childrenscancerconnection.org).**

*The Concours is produced by the Iowa Automotive Heritage Foundation, a not-for-profit corporation organized to promote and enhance the artistic, social and economic benefits of our automotive heritage.*

## 2022 Program Color Print Ads

Full page: \$1,000 / Half page: \$500 / Quarter page: \$250

*All ad placements also include a company logo on the Concours website and inclusion in social media promotions.*

The Des Moines Concours Program is approximately 40 pages and is printed after the event, highlighting the winners in each class. Programs are mailed to the exhibitors, sponsors and advertisers. The program will also be available for download as a pdf on our website at no cost. The availability of the download is shared in our emails and social media channels.

### Ad specifications

Full page (full bleed not available): 7" W x 7.5" H

Half page, horizontal: 7" W x 3.4375" H

Half page, vertical: 3.375" W x 7.5" H

Quarter page: 3.375" W x 3.4375" H

Ad file submissions need to be a high resolution pdf or vector art with all fonts outlined.

Files need to be emailed to Julie West at [julie@4westworks.com](mailto:julie@4westworks.com) no later than September 5, 2022.

Graphic design services for ad creation is available for a fee, if needed. Please inquire.

To confirm your ad space, please submit this form and mail your payment to the Des Moines Concours, PO Box 13322, Des Moines, IA 50310 by August 31, 2022.

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Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Email \_\_\_\_\_ Phone \_\_\_\_\_

Specify ad size and submit payment to the Iowa Automotive Heritage Foundation at the address above:

- Full Page \$1,000
- 1/2 Page, Horizontal \$500
- 1/2 Page, Vertical \$500
- 1/4 Page \$250