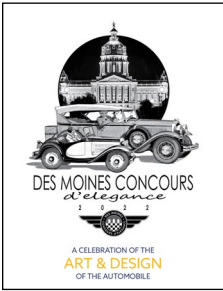




# THE DES MOINES CONCOURS d'ELEGANCE™

A Celebration of the Art & Design of the Automobile

September 10, 2023



DOWNLOAD THE 2022 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 23rd year, the Des Moines Concours is a free event and open to the public with 2022 attendance exceeding 17,000 people. **Proceeds from the 2023 Des Moines Concours d'Elegance will benefit the Children's Cancer Connection, whose mission is to enhance the lives of families affected by childhood cancer by providing quality programs for education, recreation and support. For more information visit [childrenscancerconnection.org](http://childrenscancerconnection.org).**

## 2023 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.

A full-color print ad placed in the multi-page letter-sized program showcasing the classes, exhibitors, showfield map and event schedule. The program will feature stories about the Star Cars, past Concours events, interviews and memories shared by attendees and exhibitors. The printed program will be available for free to attendees at the event as a commemorative publication. Also downloadable for free from the website. Estimated print run is 1,000.

### Ad specifications

Full page (full bleed not available): 7.75" W x 9.25" H

Half page, horizontal: 7.75" W x 4.5" H

Half page, vertical: 3.75" W x 9.25" H

Quarter page: 3.75" W x 4.5" 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 August 1, 2023.

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 July 20, 2023.**

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