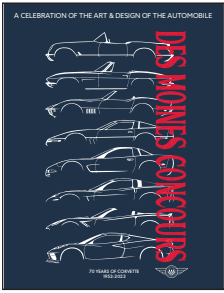




THE DES MOINES CONCOURS d'ELEGANCE™

A Celebration of the Art & Design of the Automobile

September 8, 2024



DOWNLOAD THE 2023 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 2023 attendance exceeding 20,000 people. **Proceeds from the 2024 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.**

2024 Program Color Print Ads

Full page: \$2,000 / Half page: \$1,000 / Quarter page: \$500

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 printed program will be available for free to attendees at the event as a commemorative publication. It will also be available for download for free from the website.

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 no later than August 1, 2024.

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 30, 2024. Or email us at desmoinesconcours@gmail.com.

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