

## SOUVENIR PROGRAM

Your ad in the official event souvenir program will catch the attention of many thousands of race fans – more than once – as they enjoy the colorful, informative Grand Prix souvenir program that, annually, ranks as a prized racing collectible. Don't miss this cost-effective way to place your product or service in front of your target audience at the circuit and at home!

### Ad Rates

Four-Color Ads

Inside front or back cover . . . . .	\$4,700
Double page spread . . . . .	\$7,000
Full page . . . . .	\$4,150
Half page (horizontal only) . . . . .	\$2,100
Quarter page (vertical only) . . . . .	\$1,150

INSERT OPTIONS ARE AVAILABLE. CALL FOR DETAILS



## PROGRAM

Space Reservation  
Deadline:  
**MARCH 5, 2012**

Ad Material Deadline:  
**MARCH 12, 2012**

For advertising specs or more information contact Martin Bannon at (562) 490-4530 or e-mail: mbannon@gpalb.com

**The official event Souvenir Program and Fan Guide are superb ways to guarantee your message will be seen again and again. Our experienced marketing staff will fully explain your available print options to ensure your satisfaction.**

# SOUVENIR PROGRAM & FAN GUIDE

## FAN GUIDE

Reach race fans again and again with an ad in the Toyota Grand Prix of Long Beach Fan Guide. The handy pocket guide, published two months before the race, contains fan-friendly information about the legendary street circuit such as a complete circuit map, ticket and parking information, schedules, locations of telephones, restrooms, ATMs and much, much more to help make your visit to the event even more enjoyable.

Also available online, the Fan Guide's printed circulation is 55,000 and it's the one handy reference guide race fans turn to again and again, before AND during race weekend!

### Ad Rates

Four-Color Ads

Back Cover . . . . .	\$2,200
Inside Front & Back Cover . . . . .	\$2,000
Full Page . . . . .	\$1,800



## FAN GUIDE

Space Reservation  
Deadline:  
**JANUARY 30, 2012**

Ad Material Deadline:  
**FEBRUARY 6, 2012**

**Discounted rates provided to those advertisers purchasing advertising space in both publications**