

## Information for Advertisers & Sponsors

### Programme ADVERTISING RATES

Quarter Page - 170mm x 60mm	\$150.00
Half Page - 170 x 120mm	\$240.00
Full Page - 245 x 170mm or A4 f/b	\$370.00
Full Page - colour	\$740.00
Race Sponsorship*	\$270.00
Strip Ads - 170mm x 19mm	\$40.00
Site Fee	\$160.00
Site Fee inc half page	\$285.00
Site Fee inc full page	\$420.00
Marquee hire:	
3M X 3M	\$250.00
6M X 3M	\$440.00
(all plus GST)	

For preference advertising should be finished artwork of the correct size although we can work to a rough layout. A sharp copy of your company logo, illustration etc. would be a help in this case.

\***RACE SPONSORS** are entitled to their company logo at the top of the page, address etc plus a short company 'mission statement' ..... "Serving the community" .....? or something like that. It would also be handy to supply a script for the commentators so they have something to say about you during your race. We also provide complimentary 2-day passes. Plus a link to your business on the web page.

# The Phillip Island Classic

## 18th, 19th & 20th March 2011



**HISTORIC RACING** is one of Australia's, if not the world's, best kept secrets. But only to the press. Those 'in the know' attend these historic race meetings in ever increasing droves. Historic racing is in fact the fastest growing form of motor sport in the world. Anyone who has been to The Phillip Island Classic, Historic Sandown or Historic Winton will recognise the popularity of these events. Literally thousands of fans & enthusiasts take the opportunity to attend all these events, many more than almost any other form of circuit racing (except V8 Supercars & the AGP). Entry levels are always extremely high, with many 'Captains of Industry' among the competitors. Advertising in our race programme is an excellent way of reaching a wide range of not only the motorsport enthusiast, but many other groups who attend the PHILLIP ISLAND CLASSIC as an enjoyable 'day out'.

After last year's sellout, we expect to print, & sell, 4000 programmes this year. Programmes such as these are generally 'Collected' by a lot of enthusiasts and the selling power of any ad/sponsorship goes well beyond just the day. Therefore no potential advertiser should think they are reaching only car fanatics! Advertising on cars is only permitted in keeping with the era in which the cars originally raced, and as such most competitors are unsponsored. In a way that is a good thing because even when the focus of attention may be on the winning cars, no single advertiser can hog the spotlight.



Advertising enquiries ~  
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