



Advertising Opportunities

The 2024 event, now in its 17th year, is experiencing consistent growth in popularity. The program, boasting a substantial readership and a diverse audience, presents an exceptional opportunity to prominently feature your business in front of an engaged and captivated crowd.

The official program distribution spans 1,000 Americarna participants and extends to 53,000 individuals within the general public, thereby significantly amplifying the exposure and outreach of your brand.

WE OFFER TWO UNIQUE ADVERTISING OPPORTUNITIES

OFFICIAL PROGRAM ADVERTISING

Americarna, as Taranaki's foremost car event, continues to grow in strength and popularity. Not only are we seeing a rapid increase in the number of vehicles attending, but also a significant rise in the general public's participation.

The level of interest from across New Zealand has been nothing short of spectacular.

The Official Program for this event has consistently been a beloved resource for showcasing event details, classic cars, and serving as the ultimate source of information.

This program reaches the hands of over 1000 entrants and extends its reach to more than 53,000 households throughout Taranaki.

The Official Program presents an exceptional opportunity for businesses to promote themselves to this engaged audience. If you're interested in putting your brand in front of these individuals and becoming a part of this remarkable event, we invite you to keep reading.

NEW PLYMOUTH CBD GUIDE

It's no secret that businesses located within New Plymouth's CBD, for the most part, reap the benefits of the Americarna event. The influx of people to the city center has generated numerous positive economic opportunities across a wide range of businesses.

The Official Program's CBD Directory highlights participating businesses and firmly establishes their presence on the map, offering a fantastic means of attracting customers to your doorstep. The CBD Directory will prominently feature your establishment in the Official Guide, and on the Americarna website, reaching a substantial audience.

Not only is this an excellent way to enhance your brand's visibility, but it's also a tremendous way to demonstrate your support for this event.

For a mere \$95, you can have your business prominently promoted. Contact us today to secure your spot in the Americarna Office Program CBD Directory and boost your business.





Advertising Rates & Specifications

PROGRAMME ADVERTISING

Print Distribution: 54,000

Advertising placement: Printed programme and on americarna.com website.

ADVERTISING RATES

Eighth Page \$450 + GST
86.5mm(w) x 56.25mm(h)

Quarter Page \$650 + GST
86.5mm(w) x 122.5mm(h)

Half Page - Portrait \$950 + GST
86.5mm(w) x 255mm(h)

Half Page - Landscape \$950 + GST
183mm(w) x 112.5mm(h)

Full Page \$1495 + GST
216mm(w) x 281mm(h) * Includes 3mm Bleed
Viewable area: 210mm(w) x 275mm(h)

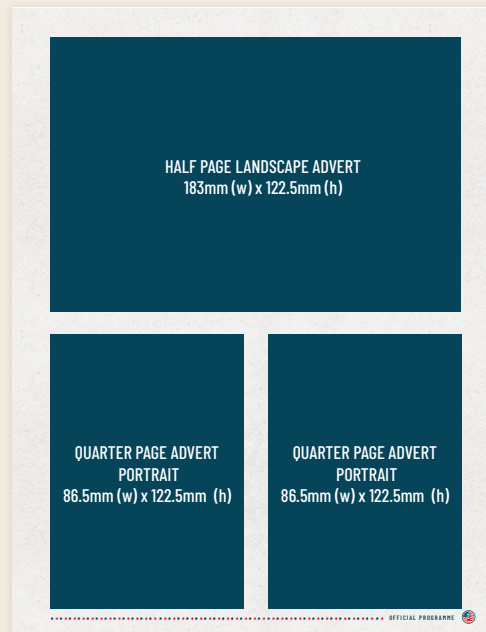
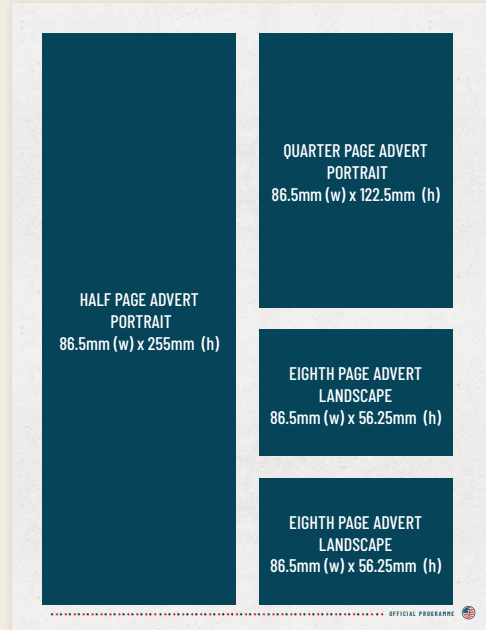
New Plymouth CBD Guide \$95 + GST
Tagged on the map and listed on the programme centre page, as well as on americarna.com website. This includes establishment name, logo, hero photo, facebook or web address.

NEED AN ADVERT DESIGNED?

As Americarna's official design providers, About Image, can offer you high-quality advertising design services at a reduced rate of \$125 per advertisement. Email jenny@aboutimage.co.nz for more information or phone our office on 06-75 75 123.

SUPPLYING YOUR OWN ADVERT:

Please supply as a press-ready hi-res PDF (CMYK) to the measurements specified before 20 December 2023. Fonts must be embedded or converted to paths. Artwork can be emailed directly to jenny@aboutimage.co.nz.



Not show to scale

READY TO GO?

You can effortlessly register, pay, and secure your advertising space through our user-friendly online platform. Visit our website, complete the form, and make a secure online payment for easy reservation.

For any assistance, contact About Image on 06-75 75 123 or email hello@aboutimage.co.nz.

SIGN UP NOW

aboutimage.co.nz/americarna