

R·A·C

1964

EUROPEAN GRAND PRIX

BRANDS HATCH CIRCUIT, KENT - JULY 11th.

official programme

INSIDE FRONT COVER

4 Colour Advertisement

Reserved by "THE AUTOCAR"

WHOLE PAGE

Black & White Advertisement

THIS 75-page dummy programme has been produced primarily to show advertisers the layout and make-up of the Souvenir Programme which will be provided free of charge to every person attending the European Grand Prix when it is held for the first time at Brands Hatch on July 11th 1984.

The programme will contain at least 64 pages bound with a stiff art paper 4 colour cover. Many of the editorial and advertisement pages will also be printed in colour. The list of entries in each race, the positions, lap counts and results tables will be printed in a special loose insert form for the convenience of spectators.

This Souvenir Programme will be a production of the very highest quality and it is hoped that Advertisers will co-operate with the Publisher by supplying advertisement copy material for publication which will be the finest of its type ever produced.

The printing of the programme by approved methods of litho will be carried out by Hunt, Gamble & Co. Ltd. Aylesbury. Editorial and artwork production will be by the Editorial Department of Knight-Ridder Publications, under the direction of Alan Simon and John Sims, Editors of the magazines Motor Racing and Sports Illustrated, at their offices at Brands Hatch Circuit.

All advertising enquiries should be made to The Advertising Director, European G.P. Programme, Knight-Ridder Publications (1982) Ltd., Advertisement Department, 100000 Buildings, London, E.C.4. Telephone 0709 6100. The Advertising Rates, Printing and Production charges are summarised on Page 12 of this dummy programme.

£150

WHOLE PAGE

Black & White Advertisement
Facing Editorial Matter

£170

OFFICIAL PROGRAMME DUMMY

R.A.C.

EUROPEAN GRAND PRIX BRANDS HATCH, KENT 11th JULY 1964

THIS 16-page dummy programme has been produced primarily to show advertisers the format and make-up of the Souvenir Programme which will be provided free of charge to every person attending the European Grand Prix when it is held for the first time at Brands Hatch on July 11th, 1964.

The programme will contain at least 64 pages bound within a stiff art paper 4 colour cover. Many of the editorial and advertisement pages will also be printed in full colour. The list of entries in each race, grid positions, lap charts and results tables will be printed in a special loose insert booklet for the convenience of spectators.

This Souvenir Programme will be a production of the very highest quality and it is hoped that advertisers will co-operate with the Publishers by supplying advertisement copy suitable for a publication which will be the finest of its type ever produced.

The printing of the programme, by web-fed, heat-set, offset litho, will be carried out by Hunt, Barnard & Co. Ltd. of Aylesbury. Editorial and artwork production will be by the Editorial Department of Knightsbridge Publications (1962) Ltd. under the direction of Alan Brinton and John Blunsden, Editors of the magazines *Motor Racing* and *Sports Car* from their offices at Brands Hatch Circuit.

All advertising enquiries should be made to The Advertisement Director, European G.P. Programme, Knightsbridge Publications (1962) Ltd., Advertisement Department, 4 Ludgate Circus Buildings, London, E.C.4. Telephone LUDgate Circus 8222. The Advertisement Rates, Printing and Production details are summarised on Page 13 of this dummy programme.

WHOLE PAGE

4 Colour Advertisement

Facing Editorial Matter

£220

Blank form with horizontal lines at the top.

Blank form with horizontal lines at the top.

Blank form with horizontal lines at the top.



WHOLE PAGE

4 Colour Advertisement
Facing Editorial Matter

ADVERTISING RATES

Outside Back Cover in Full Colour	(Reserved)	£200
Inside Back Cover in Full Colour	(Reserved)	£150
Inside Front Cover in Full Colour	(Reserved)	£150
Centre Spread in Full Colour	(Reserved)	£200
Page in Full Colour—Facing Matter		£220
Page in Two Colour—Facing Matter		£150
Page in Black & White—Facing Matter		£100
Page in Black & White		£80
Half-Page in Full Colour—Facing Matter		£110
Half-Page in Black & White	(At back of programme)	£55
Quarter-Page in Black & White	(At back of programme)	£28

TYPE AREAS

Page	11 1/2" deep x 14" wide
Half-Page	5 7/8" deep x 14" wide or 11 1/4" deep x 7" wide
Quarter-Page	5 7/8" deep x 7" wide

Copy should be typed on one side of the paper and should be double-spaced with 1/2" margins all round.

ADVERTISING AGENTS' COMMISSION

10 per cent

COPY DATES

Full Colour—11th May 1954
Two Colour and Black & White—20th May 1954

PRINT ORDER

Minimum 1000 copies

£220

All correspondence, Reservations or Orders for space in this Programme should be addressed to:

Patrick J. Stephens, Advertising Director
European TV Programme
10, Grosvenor Gardens, London, W.1

HALF PAGE

4 Colour Advertisement
Facing Editorial Matter

£130

HALF PAGE

Black & White Advertisement

£50

R.A.G.

EUROPEAN GRAND PRIX

SOUVENIR PROGRAMME

ADVERTISEMENT RATES

Outside Back Cover in Full Colour	(Reserved)	£300
Inside Back Cover in Full Colour		£220
Inside Front Cover in Full Colour	(Reserved)	£250
Centre Spread in Full Colour	(Reserved)	£500
Page in Full Colour—Facing Matter		£220
Page in Two Colour—Facing Matter		£190
Page in Black & White—Facing Matter		£170
Page in Black & White		£150
Half-Page in Full Colour—Facing Matter		£130
Half-Page in Black & White	(At back of programme)	£50
Quarter-Page in Black & White	(At back of programme)	£26

TYPE AREAS

Page:	9 $\frac{3}{4}$ " deep × 7 $\frac{1}{2}$ " wide
	Bleed size 11 $\frac{1}{8}$ " deep × 8 $\frac{5}{8}$ " wide (No extra charge)
Half-Page:	4 $\frac{3}{4}$ " deep × 7 $\frac{1}{2}$ " wide or
	9 $\frac{3}{4}$ " deep × 3 $\frac{5}{8}$ " wide
Quarter-	
Page:	4 $\frac{3}{4}$ " deep × 3 $\frac{5}{8}$ " wide or
	2 $\frac{1}{4}$ " deep × 7 $\frac{1}{2}$ " wide

Copy should be supplied as artwork, repro proofs or transparencies and typesetting instructions suitable for offset litho production.

ADVERTISING AGENTS COMMISSION

10 per cent

COPY DATES

Full Colour—11th May, 1964
Two Colour and Black & White—29th May, 1964

PRINT ORDER

Minimum 100,000 copies

All Correspondence, Reservations or Orders for space in this Programme should be addressed to:

Patrick J. Stephens, Advertisement Director,
European G.P. Programme,
Knightsbridge Publications (1962) Ltd.,
4 Ludgate Circus Buildings, London, E.C.4.
Telephone: LUDgate Circus 8222

QUARTER PAGE

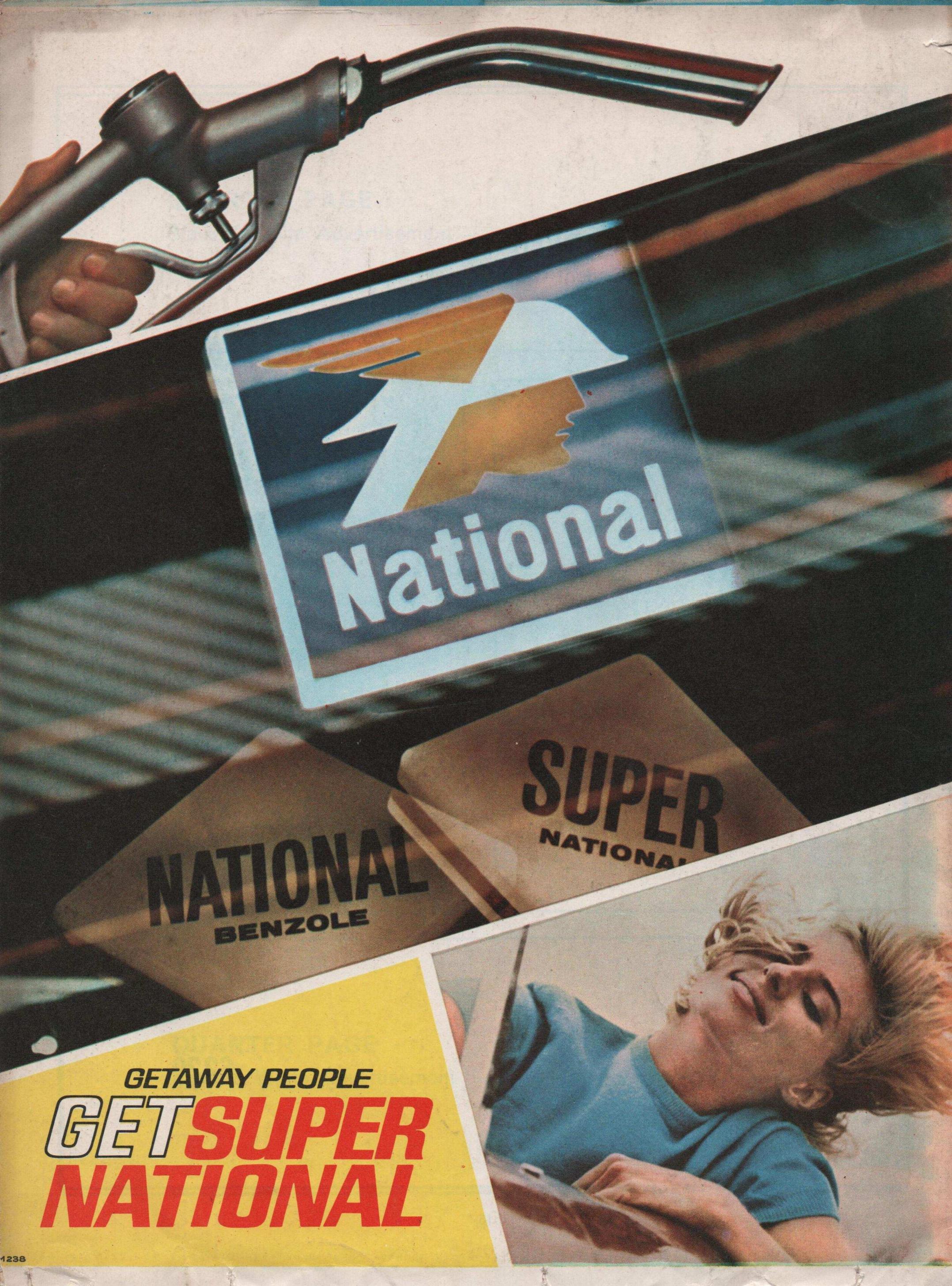
Black & White Advertisement

£26

INSIDE BACK COVER

4 Colour Advertisement

£220



GETAWAY PEOPLE
**GET SUPER
NATIONAL**