



SINCE 1957

P. O. BOX 62  
NEW HOPE  
PENNSYLVANIA 18938  
215 862 5665

The 2011 New Hope Automobile Show will take place on August 13th and 14th, 2011.

Our program will be distributed free at all gates on both days. More than 10,000 people will attend the show over the two day event.

Your advertisement in the Auto Show Program will reach an affluent audience of automobile lovers.

The Auto Show weekend attracts spectators and show car owners from all over the mid-Atlantic area. If your business caters to this affluent audience, you need to advertise in this keepsake, souvenir publication.

Proceeds from your advertisement will go to fund scholarships for local students as well as to local charities that The New Hope Automobile Show supports. Again, we thank you for your generosity. Without your help, we couldn't possibly provide this charitable support.

The New Hope Automobile Show is a 501(c)(3), non-profit organization.

## 2011 New Hope Automobile Show Program Book Advertising Rate Card Mechanical Specifications

### Rates

Inside Front Cover	\$ 1,200
Inside Back Cover	1,200
Back Cover	1,440
Full Page	700
Half-Page	400
One-Third-Page	300
One-Sixth-Page	240
Business Card ad	120

### Mechanical Specifications

#### Sizes:

Full page	7" x 10"	
Full page bleed	Trim size: 8.25" x 10.875"	Bleed: 8.5" x 11.25"
Half-page horizontal	7" x 4.875"	
One-third-page horizontal	4.625" x 4.875"	
One-third-page vertical	2.25" x 10"	
One-sixth-page vertical	2.25" x 4.875"	

**Digital files:** High resolution PDF files are preferred (PDF/X-1a:2001). Quark 6.x or 7.x documents or Adobe InDesign CS3 or CS4 are also acceptable. Please include all art files (Photoshop, Adobe Illustrator files in eps or tiff formats). Also include ALL FONTS! Ads cannot be processed without ALL art and fonts. Color ads must be prepared as CMYK. We do not accept Word or Publisher files.

**Closing Dates:** Space reservations are due Friday, July 15th.  
Materials (files) are due Friday, July 22nd.

#### Send materials to:

The Steve Williams Design Office, 78 Municipal Road, Pipersville, PA 18947  
Or **via email** to: [steve@stevewilliamsdesignoffice.com](mailto:steve@stevewilliamsdesignoffice.com)

For additional advertising information please call the show office at:  
[215] 862-5665 | Fax: [215] 862-3821

[www.newhopeautoshow.com](http://www.newhopeautoshow.com)