



SINCE 1957

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

The 2018 New Hope Automobile Show will take place on August 12th 2018.

Our program will be distributed free at the Vintage Car Road Rally on Saturday, August 11, and at all gates on the day of the Auto Show, Sunday, August 12.

This year's Auto Show weekend events will attract thousands of 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, and local charities that The New Hope Automobile Show supports. Again, we thank you for your support.

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

2018 New Hope Automobile Show Program Book Advertising Rate Card Mechanical Specifications

Rates

Inside Front Cover	\$ 1,200
Inside Back Cover	1,200
Back Cover	1,500
Full Page	800
Half-Page	400
One-Third-Page	300
One-Sixth-Page	240
Business Card ad (black & white only)	120

Restaurant Section (for restaurants only)

One-Sixth-Page (b&w or color)	180
-------------------------------	-----

Mechanical Specifications

Sizes:	W	x	H	
Full page	7.5"	x	10"	
Full page bleed	Trim size: 8.5"	x	11"	Bleed: 8.75" x 11.25"
Half-page horizontal	7.5"	x	4.875"	
One-third-page horizontal	4.875"	x	4.875"	
One-third-page vertical	2.375"	x	10"	
One-sixth-page vertical	2.375"	x	4.875"	
Business card	3.75"	x	2"	
Restaurant one-sixth	3.75"	x	3"	

Digital files: High resolution PDF files are preferred (PDF/X-1a:2001). Quark 6.x or 7.x documents or Adobe InDesign CS6 or CC 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 6th. Materials (files) are due Friday, July 20th.

Send materials to:

The Steve Williams Design Office, 78 Municipal Road, Pipersville, PA 18947
Or **via email** to: swilliams@newhopeautoshow.com

For additional advertising information please call Steve Williams at:
c: [610] 294-8279 | swilliams@newhopeautoshow.com

Auto Show office: [215] 862-5665 | fax: [215] 862-3821

www.newhopeautoshow.com