



SINCE 1957

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

The 2021 New Hope Automobile Show will take place on August 14 & 15, 2021.

Our program will be distributed free at all gates on show days, Saturday and Sunday, August 14th and 15th.

This year's Auto Show 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.

2021 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
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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).

Adobe InDesign 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 9th. Materials (files) are due Monday, July 19th.

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 Kay McBride at:
[215] 862-5665 | kmcbride@newhopeautoshow.com

Auto Show office: [215] 862-5665

www.newhopeautoshow.com