

**THE NIAGARA FRONTIER
AUTOMOBILE DEALERS ASSOCIATION, INC.**

Presents the

2019 AUTO SHOW PROGRAM



BUFFALO

INTERNATIONAL

AUTO SHOW

BUFFALO CONVENTION CENTER



FEBRUARY 7 - 10, 2019



GENERAL INFORMATION
2019 Buffalo Auto Show
February 7-10, 2019
Buffalo Convention Center

- CIRCULATION:** Free to show visitors and mailed to select prospects.
- STOCK:** Cover: 80 lb. gloss cover
Inside: 70 lb. gloss text
- COMMISSIONS:** Non-commissionable
- NON-CANCELLATION:** Once contract signed, no cancellations accepted.
- DEADLINES:** SPACE RESERVATION: Friday, December 21, 2018
COPY: Friday, December 28, 2018
CAMERA-READY: Wednesday, January 16, 2019
- CREATIVE CHARGES:** \$50 per hour
- PRINTING** Full bleed on full page ads – NO CHARGE
Full color available on all ads
No bleeds on ½ page or ¼ page advertisements
Trimmed size 8.5" x 11", binding on 11" left side
- RIGHTS:** The Niagara Frontier Automobile Dealers Assoc. reserves the right to reject any advertising.
- COPY:** If an advertiser requires layout, creative charges will apply. Deadline for copy and graphics to prepare ads is Friday, December 28, 2018.
- ADDRESS ALL CORRESPONDENCE:** Trey Barrett
Niagara Frontier Automobile Dealers Assoc., Inc.
2019 Buffalo Auto Show
1144 Wehrle Dr.
Williamsville, NY 14221
Phone: 716.631.8510 ext. 232 Fax: 716.631.0759
Email: trey@nfada.com



RATES AND SPECIFICATIONS
2019 Buffalo Auto Show
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	AD SIZE – Image Area	Cost B&W	Cost 4-Color
Inside Front Cover*	8.5" x 11"	\$1700 NET	\$2300 NET
Inside Back Cover*	8.5" x 11"	\$1700 NET	\$2300 NET
Back Cover*	8.5" x 11"	\$2100 NET	\$2700 NET
Full Page – Inside*	8.5" x 11"	\$1300 NET	\$1900 NET
Centerspread*	17" x 11"	\$2700 NET	\$3900 NET

***WITH FULL COLOR, FULL PAGE AD – you receive at no additional cost, a FREE color full page ad.**
IF YOU WANT THIS EXTRA PAGE – You must supply a hi-res printer's PDF file for insertion. Prefer PDF/X-1a files, fonts should be embedded and all files should already be converted to CMYK. We do not tone or adjust camera ready files in any way.

½ Page Horizontal	7.75" x 5.0625"	\$750 NET	\$1050 NET
½ Page Vertical	3.8125" x 10.25"	\$750 NET	\$1050 NET
¼ Page	3.8125" x 5.0625"	\$525 NET	\$675 NET

Our printer works on a Macintosh platform using Adobe InDesign CS5, if there are edits required, we would prefer that the files are compatible with our system, package all files including all fonts used in the ad. Color files can be sent as RGB and will be toned to our printers specs in our Pre Press area. Photo images should be 350 dpi at the size used in the ad since the Program Book prints at 175 line screen.



RATES AND SPECIFICATIONS

2019 Buffalo Auto Show

PLEASE RESERVE THE FOLLOWING SPACE:

SPACE DEADLINE: **Fri., Dec. 21, 2018**

- Back Cover*
- Inside Back Cover*
- Centerspread*
- ½ Page Vertical
- ¼ Page
- Inside Front Cover*
- Full Inside Page*
- ½ Page Horizontal

***With Full Page Purchase, you receive at no additional charge, a free color full page.**

Do you want this extra page? Yes No **IF NEITHER IS CHECK, WE WILL ASSUME NO**

IF YES, PLEASE SUPPLY FULL COLOR HI-RES AD

TERMS: 50% Down with Signed Contract, 50% Billed After Show

PLEASE PRINT:

Authorized Person: _____
Print Name Signature

Name of Advertiser: _____ Telephone _____

Manufacturer: _____ Email Address: _____

Address: _____

City: _____ State: _____ Zip: _____

IF PAYING BY CREDIT CARD VISA Mastercard Discover AmEX

Debit Credit ACCOUNT #: _____

Exp. Date: _____ Auth./Sec. Code (3 or 4 digit): _____

Billing Address _____

COPY COMING FROM: Ad Agency Advertiser Need copy and layout

ADVERTISING AGENCY INFORMATION

Name of Agency _____ Contact Name _____

Telephone # _____ Email Address: _____