

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



Presents the

2024 AUTO SHOW PROGRAM

BUFFALO

INTERNATIONAL

AUTO SHOW

**BUFFALO NIAGARA CONVENTION CENTER
FEBRUARY 1st - 4th, 2024**



GENERAL INFORMATION
2024 Buffalo Auto Show
February 1st – 4th, 2024
Buffalo Niagara 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:** *Thursday, December 7, 2023*
COPY: *Thursday, December 14, 2023*
CAMERA-READY: *Thursday, January 11, 2024*
- 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 & graphics to prepare ads is Thursday, December 14, 2022.*
- ADDRESS ALL CORRESPONDENCE:** **Mark Kennedy**
Niagara Frontier Automobile Dealers Association, Inc.
2022 Buffalo Auto Show
1144 Wehrle Dr.
Williamsville, NY 14221
Phone: 716.631.8510 ext. 232 **Fax: 716.631.0759**
Email: mark@nfada.com



RATES AND SPECIFICATIONS
2024 Buffalo Auto Show
February 1st – 4th, 2024
Buffalo Niagara Convention Center

	AD SIZE – Image Area	Cost B&W	Cost 4-Color
Inside Front Cover*	8.5" x 11"	\$1,700 Net	\$2,300 Net
Inside Back Cover*	8.5" x 11"	\$1,700 Net	\$2,300 Net
Back Cover*	8.5" x 11"	\$2,100 Net	\$2,700 Net
Full Page – Inside*	8.5" x 11"	\$1,300 Net	\$1,900 Net

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	\$1,050 Net
½ Page Vertical	3.8125" x 10.25"	\$750 Net	\$1,050 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 (continued)

PLEASE RESERVE THE FOLLOWING SPACE:

- Back Cover*
- Inside Back Cover*
- Centerspread*
- ½ Page Vertical
- ¼ Page

SPACE DEADLINE: **Thur., Dec. 14, 2023**

- Inside Front Cover*
- Full Inside Page*
- ½ Page Horizontal

TERMS: 50% Down with Signed Contract, 50% Billed Week of 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: _____