

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



*Presents the*

# **2025 AUTO SHOW PROGRAM**

## **BUFFALO**

**INTERNATIONAL**

## **AUTO SHOW**

**BUFFALO CONVENTION CENTER  
January 30th – February 2nd, 2025**



**GENERAL INFORMATION**  
**2025 Buffalo Auto Show**  
**January 30th - February 2nd, 2025**  
**Buffalo Convention Center**

<b>CIRCULATION:</b>	Free to show visitors and mailed to select prospects.
<b>STOCK:</b>	Cover: 80 lb. gloss cover Inside: 70 lb. gloss text
<b>COMMISSIONS:</b>	Non-commissionable
<b>NON-CANCELLATION:</b>	Once contract signed, no cancellations accepted.
<b>DEADLINES:</b>	<b>SPACE RESERVATION:</b> <i>Thursday, December 5, 2024</i> <b>COPY:</b> <i>Thursday, December 12, 2024</i> <b>CAMERA-READY:</b> <i>Thursday, January 9, 2025</i>
<b>CREATIVE CHARGES:</b>	\$50 per hour
<b>PRINTING</b>	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
<b>RIGHTS:</b>	The Niagara Frontier Automobile Dealers Assoc. reserves the right to reject any advertising.
<b>COPY:</b>	If an advertiser requires layout, creative charges will apply. <i>Deadline for copy &amp; graphics to prepare ads is Thursday, December 12, 2024.</i>
<b>ADDRESS ALL CORRESPONDENCE:</b>	<b>Mark Kennedy</b> <b>Niagara Frontier Automobile Dealers Association, Inc.</b> <b>2025 Buffalo Auto Show</b> <b>1144 Wehrle Dr.</b> <b>Williamsville, NY 14221</b> <b>Phone: 716.580-7176      Fax: 716.631.0759</b> <b>Email: <a href="mailto:mark@nfada.com">mark@nfada.com</a></b>



**RATES AND SPECIFICATIONS**  
**2025 Buffalo Auto Show**  
**January 30th – February 2nd, 2025**  
**Buffalo Convention Center**

	<b>AD SIZE – Image Area</b>	<b><u>Cost B&amp;W</u></b>	<b><u>Cost 4-Color</u></b>
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. 12, 2024**

- ☐ 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: \_\_\_\_\_