



SINCE 1957

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

The 2008 New Hope Automobile Show will take place on August 9th and 10th, 2008.

Our program will be distributed free at all gates on both days. More than 10,000 people will attend the show over the two day event.

Your advertisement in the Auto Show Program will reach an affluent audience of automobile lovers.

The Auto Show weekend will attract 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 very special publication.

Proceeds from your advertisement will go to the charities that The New Hope Automobile Show supports. Again, we thank you for your generosity. Without your help, we couldn't possibly provide this charitable support.

2008 New Hope Automobile Show Program Book Advertising Rate Card Mechanical Specifications

Rates

| | | |
|------------------------------------|----------|---------------------------|
| Inside Front Cover black and white | \$ 1,500 | } (Add \$350 for 4-color) |
| Inside Back Cover black and white | 1,500 | |
| Back Cover black and white | 1,800 | |
| Full Page black and white | 800 | |
| Half-Page black and white | 400 | |
| One-Third-Page black and white | 325 | |
| One-Sixth-Page black and white | 250 | |
| Business Card ad | 100 | |

Mechanical Specifications

Sizes:

| | | |
|---------------------------|----------------------------|----------------------|
| Full page | 7" x 10" | |
| Full page bleed | Trim size: 8.25" x 10.875" | Bleed: 8.5" x 11.25" |
| Half-page horizontal | 7" x 4.875" | |
| One-third-page horizontal | 4.625" x 4.875" | |
| One-third-page vertical | 2.25" x 10" | |
| One-sixth-page vertical | 2.25" x 4.875" | |

Digital files: High resolution PDF files are preferred (PDF/X-1a:2001). Quark 6.x or 7.x documents or Adobe InDesign CS2 or CS3 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, June 13th.
Materials (files) are due Friday, June 27th.

Send materials to:

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

For additional advertising information please call the show office at:
[215] 862-5665

www.newhopeautoshow.com