



SINCE 1957

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

The 2022 New Hope Automobile Show will take place on August 13 & 14, 2022.

Our full-color program will be distributed free at all gates on show days, Saturday and Sunday, August 13th and 14th.

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 to local charities and organizations that make the New Hope-Solebury community strong. Again, we thank you for your support.

The New Hope Automobile Show is produced by New Hope Helping, a 501(c)(3) entity.



## 2022 New Hope Automobile Show Program Book Advertising Rate Card Ad Measurements and 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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### Measurements and Specifications

Sizes:	W	x	H
Full page	7.5"	x	10"
Full page bleed	Trim size: 8.5"	x	11"
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"

Bleed: 8.75" x 11.25"

### Digital files: High resolution PDF files are preferred (PDF/X-1a:2001).

Adobe InDesign 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 1st. Materials (files) are due Monday, July 11th.

### Email materials to:

swilliams@newhopeautoshow.com

For additional advertising information please call Karen Etcoff at:  
[212] 725-3775 | ketcoff@newhopeautoshow.com

Auto Show office: [215] 862-5665

www.newhopeautoshow.com