



SINCE 1957

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

**The 2023 New Hope Automobile Show will take place on August 12 & 13, 2023.**

Our full-color program will be distributed free at all gates on show days, Saturday and Sunday, August 12th and 13th.

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.

**2023 New Hope Automobile Show  
Program Book Advertising Rate Card  
Ad Measurements and Specifications**

**Rates**

Inside Front Cover	\$ 1,400
Inside Back Cover	1,400
Back Cover	1,700
Full Page	1,000
Half-Page	500
One-Third-Page	400
One-Sixth-Page	300
Business Card ad (black & white only)	150

**Measurements and Specifications**

<b>Sizes:</b>	<b>W x H</b>	
Full page	7.5" x 10"	
Full page bleed	Trim size: 8.5" x 11"	Bleed: 8.75" x 11.25"
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"	

**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 7th. Materials (files) are due Monday, July 21st.

**Email materials to:**

swilliams@newhopeautoshow.com

**For additional advertising information please call Steve Williams at:**

[215] 862-5665 - press #1, then press #2

Or email to: [swilliams@newhopeautoshow.com](mailto:swilliams@newhopeautoshow.com)

[NewHopeAutoShow.com](http://NewHopeAutoShow.com)

[NewHopeHelping.org](http://NewHopeHelping.org)

