

THE 112TH ANNUAL SYRACUSE AUTO EXPO

PROGRAM BOOK

Rates and Specification Guidelines



Show Dates:
February 6 – 9, 2020

Syracuse, New York
Convention Center and
War Memorial at Oncenter

Sponsored by:
Syracuse Automobile Dealers Association, Inc.



October 1, 2019

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Dear Prospective Advertiser,

The 112th annual *Syracuse Auto Expo* sponsored by the Syracuse Auto Dealers Association will be held February 6 through the 9th at the Oncenter Complex. Over the years, we have developed a great exposition that highlights the offerings of most domestic and import manufacturers in a beautiful setting. Central New Yorkers flock to the show in order to view the latest new cars, trucks, recreational vehicles and related industry displays.

No matter what the weather forecasts are, our show visitors can park in an indoor garage, walk to the main entrance, and are able to visit both buildings full of displays without ever braving the elements. The ease of being at *Syracuse Auto Expo 2020* and the excitement of the new vehicles make it a strong attraction in February.

We publish a program book that is distributed free at the entrances to the show. It is a wonderful opportunity to advertise to the motoring public in Central New York at a very reasonable cost.

The SADA members are grateful for your support and we look forward to having you advertise in the 112th annual *Syracuse Auto Expo 2020* edition.

Sincerely,

A handwritten signature in black ink that reads "Barbara Rothschild". The signature is fluid and cursive, with the first name being particularly prominent.

Barbara Rothschild
Executive Vice President

RATES AND SPECIFICATIONS

		AD SIZE	COST
Inside Front Cover*	Four Color	7-1/4" x 10"	\$1,425.00
Inside Back Cover*	Four Color	7-1/4" x 10"	1,425.00
Center Spread†	Four Color	16" x 10"	2,650.00
Back Cover*	Four Color	7-1/4" x 10"	1,575.00
Full Page—Inside*	Four Color	7-1/4" x 10"	1,275.00
Full Page, Black and White		7-1/4" x 10"	850.00
One-Half Page Horizontal	Four Color	7-1/4" x 4-3/4"	700.00
One-Half Page Horizontal		7-1/4" x 4-3/4"	425.00
One-Half Page Vertical		3-1/2" x 9-3/4"	425.00
One-Quarter Page		3-1/2" x 4-3/4"	275.00
One-Eighth Page		3-1/2" x 2-1/4"	200.00

*Note if Bleed is Desired — 8-3/4" x 11-1/4" † If Bleed is Desired — 17-1/4" x 11-1/4"

OFFSET PRINTING

Authorization and Contract for Advertising in the Syracuse 2020 New Car Yearbook

Mail to: **Syracuse 2020 Yearbook**
 Syracuse Auto Dealers Association, Inc.
 Regency Towers, 770 James Street
 Syracuse, New York 13203

PLEASE RESERVE THE FOLLOWING SPACE:

	<i>Black and White</i>	<i>Color</i>	<i>Bleed</i>	<i>No Bleed</i>
Back Cover		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Front Cover		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Cover		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Inside Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Center Spread		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-Half Page	Horizontal <input type="checkbox"/> Vertical <input type="checkbox"/>	<input type="checkbox"/>	—	—
One-Quarter Page	<input type="checkbox"/>	—	—	—
One-Eighth Page	<input type="checkbox"/>	—	—	—

Name of Advertiser _____ Telephone _____

Address _____ City _____ State _____ Zip _____

If copy is coming from advertising agency Check here Name of Advertising Agency _____

If copy is coming directly from you Check here Agency Address _____

If you want assistance on your advertising copy..... Check here _____

If payment is enclosed..... Check here _____

Signature of Authorized Person

GENERAL INFORMATION

Circulation: 10,000 free copies to adult show visitors, and mailings to a select list of automobile prospects in the area.

Stock: Cover — 80 lb. cover stock
Inside Pages — 70 lb. machine-coated book stock

Rates and Sizes: As listed on Page 2

Deadline: January 15, 2020 for ad to be set and January 20, 2020 for digital files or mechanical artwork. Telephone if time extension is needed.

Artwork: Publication is offset printed. Digital formats are preferred but advertisers may furnish mechanical artwork, camera ready reproduction proofs or negatives. Submit negative films, right reading, emulsion down at 120–150-line screen with a matchprint.

Advertisers may submit ads by email, on DVD or CD-ROM. A color proof must accompany color ad materials regardless of what form is submitted.

Program Trimmed Size: 8-1/2" x 11", binding on the 11" side

Rights: The Syracuse Automobile Dealers Association, Inc. reserves the right to reject any advertising.

Copy: Except for special requirements, there will be no charge for composition. If an advertiser sends copy without a layout, a type layout will be produced by the publisher. Any additions, corrections or revisions of this layout will be charged to the advertiser as author's alterations.

If an advertiser fails to furnish copy by the copy deadline of January 15, 2020, the publisher will use as copy the name, address and line of business of the advertiser.

Address all correspondence, editorial and advertising materials to:

SYRACUSE 2020 NEW CAR YEARBOOK

Telephone: Syracuse Auto Dealers Association, Inc.
(315) 474-1041 Regency Towers, 770 James Street
Syracuse, New York 13203
Attn: Barbara Rothschild
brothschild@syracuseautodealers.org

