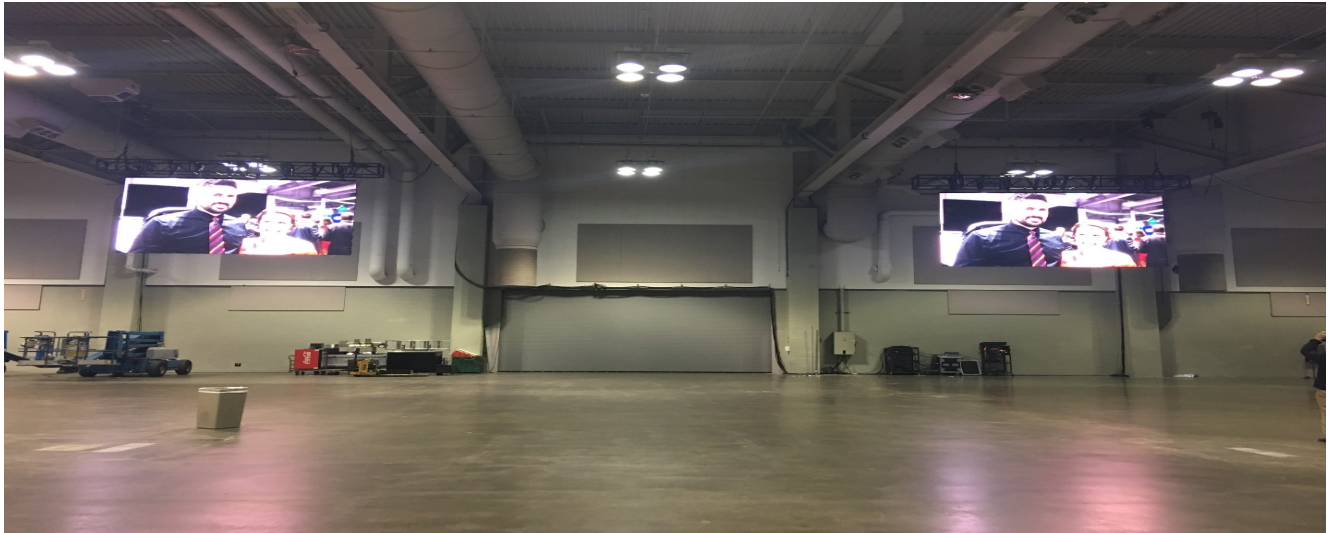


Auto Show Video Boards ONCENTER EXHIBITION HALL



SADA is renting advertising space on these boards (just as we did for the February 2019 Expo).

**(Video screen is 16x10 16:10 ratio; suggested format to be a mp4 file)
(SADA will then have all videos professionally looped together)**

The messages will be scrolled over the course of the hour and then repeat for the duration of the show; on the day(s) reserved. (Thursday, Friday Sunday – 5 hours total & Saturday 9 hours total). The message limit for each ad will be no longer than 90 seconds and the messages will run a minimum of 10 times per hour. We also plan to include promotional information from SADA to break up the spots.

- What can be advertised?
 - Line make vehicles
 - Dealership promotion
 - Dealer Group promotion
 - Service Specials
 - Auto Show specials by line make
 - Lease specials

Costs

- **Thursday, Friday & Sunday**
 - \$300 per ad (30 sec) – per day
 - \$600 per ad (60 sec) – per day
 - \$800 per ad (90 sec) – per day
 - 90 second maximum ad length
 - **5 hours of display**
 - **Saturday**
 - \$500 per ad (30 sec)
 - \$750 per ad (60 sec)
 - \$1000 per ad (90 sec)
 - 90 second maximum ad length
 - **9 hours of display**
- ALL 4 Days**
\$980 per ad (30 sec)
\$1,785 per ad (60 sec)
\$2,500 per ad (90 sec)
90 second maximum ad length

FIRST COME, FIRST SERVE – secure your spot now!

Auto Show Video Board Order Form
February 6 – 9, 2020

Dealership/Organization _____

Thursday, February 6, 2020

ALL DAYS – 4 DAYS

Oncenter Video Boards

Oncenter Video Boards

30 second \$300 _____

30 second \$980 _____

60 second \$600 _____

60 second \$1,785 _____

90 second \$900 _____

90 second \$2,500 _____

Friday, February 7, 2020

Oncenter Video Boards

30 second \$300 _____

60 second \$600 _____

90 second \$900 _____

Saturday, February 8, 2020

Oncenter Video Boards

30 second \$500 _____

60 second \$750 _____

90 second \$1000 _____

Sunday, February 9, 2020

Oncenter Video Boards

30 second \$300 _____

60 second \$600 _____

90 second \$900 _____

Total Cost: \$ _____

Please make check payable to: **SADA, 770 James Street, Syracuse, New York 13203**