

THE 113TH ANNUAL SYRACUSE AUTO EXPO

PROGRAM BOOK

Rates and Specification Guidelines



Show Dates:
February 11–14, 2021

Syracuse, New York
Convention Center and
War Memorial at Oncenter

Sponsored by:
Syracuse Automobile Dealers Association, Inc.



October 1, 2020

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Dear Prospective Advertiser,

The Syracuse Auto Dealers Association's annual auto expo will be held at the Oncenter from Thursday, February 11 through Sunday, February 14, 2021. The 113th edition will showcase some of the most exciting, technologically advanced new vehicles ever manufactured. It allows Central New Yorkers the opportunity to view the 2021 cars, trucks and recreational vehicles in a great setting.

While the past six months have been challenging, we are moving ahead with the goal of the safest possible setting for the 2021 *Syracuse Auto Expo*. This annual event attracts very strong attendance and we will see that all sanitizing and regulations are complied with. With over 130,000 square feet of display space, we can adhere to the direction provided by the government for the 2021 expo.

We publish the program book that is given FREE of charge to all show visitors. It is an economical tool for advertising to the motoring public in Central New York.

The SADA members appreciate your support and we look forward to having you involved in the 2021 edition of the book. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Barbara Rothschild". The signature is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

Barbara Rothschild
Executive Vice President

RATES AND SPECIFICATIONS

		AD SIZE	COST
Inside Front Cover*	Four Color	7-1/4" x 10"	\$1,550.00
Inside Back Cover*	Four Color	7-1/4" x 10"	1,550.00
Center Spread†	Four Color	16" x 10"	2,900.00
Back Cover*	Four Color	7-1/4" x 10"	1,700.00
Full Page—Inside*	Four Color	7-1/4" x 10"	1,375.00
Full Page, Black and White		7-1/4" x 10"	950.00
One-Half Page Horizontal	Four Color	7-1/4" x 4-3/4"	800.00
One-Half Page Horizontal, Black and White		7-1/4" x 4-3/4"	500.00
One-Half Page Vertical, Black and White		3-1/2" x 9-3/4"	500.00
One-Quarter Page, Black and White		3-1/2" x 4-3/4"	350.00
One-Eighth Page, Black and White		3-1/2" x 2-1/4"	250.00

*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 2021 Program Book

Mail to: **Syracuse 2021 Program Book**
 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"/>	<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 19, 2021 for ad to be set and January 20, 2021 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 20, 2021, 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 2021 PROGRAM BOOK

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

