

THE NIAGARA FRONTIER
AUTOMOBILE DEALERS ASSOCIATION, INC.

presents the

2012 AUTOSHOW PROGRAM



BUFFALO INTERNATIONAL AUTO•SHOW

www.buffaloautoshow.com

BUFFALO CONVENTION CENTER



February 8-12, 2012

GENERAL INFORMATION

CIRCULATION:	Free copies to adult show visitors, and mailed to a select list of automobile prospects in the area.
STOCK:	COVER – 80 lb. coated cover stock Inside pages – 50 lb. white opaque stock
COMMISSIONS:	Non-commissionable.
NON-CANCELLATION POLICY:	Once an advertising contract is signed, space in the program is assigned for the ad. ADVERTISERS MAY NOT CANCEL FOR ANY REASON.
RATES AND SIZES:	As listed on page 3.
DEADLINES:	Space Reservations by November 25, 2011 Copy* Deadline is December 16, 2011 Printer's PDF Ads/Specs. Deadline is January 5, 2012 *This refers to any advertisement or promotional material that will need typesetting, scanning, or computer output to Printer's PDFs before it can be imposed for the press.
PRINTING:	Publication is printed Offset Lithography. Advertisers may furnish art work which is scannable, digital files or Hi-res PDF's. If you wish to send a disk (CD) or E-mail directly to printer in a compatible program (Mac-based: Quark, In-Design, Illustrator etc.) there will be a digital conversion charge. Please inquire about this option before sending material. [Note: Some PDF's made from some programs do not convert to Printer's PDFs and need processing to correct them for direct-to-plate PDFs.] <u>FAX transmissions</u> are not acceptable as artwork for printing. If logos or art cuts are needed to produce an advertisement, please supply originals.
PROGRAM TRIMMED SIZE:	8½" x 11", binding is on the 11" side.
COLOR:	Black ink std., except for cover pages. Two and four color is available for inside pages upon request at extra cost.
RIGHTS:	The Niagara Frontier Automobile Dealers Association, Inc. reserves the right to reject any advertising.
COPY:	If an advertiser sends copy without layout, a type layout will be made 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 final deadline, January 5, 2012, publisher will use as copy the name and address and line of business of the advertiser. Address all correspondence, editorial or advertising copy, art work, to: 2012 BUFFALO AUTO SHOW Niagara Frontier Automobile Dealers Association, Inc. attn. Trey Barrett 1144 Wehrle Drive Williamsville, New York 14221 Telephone: (716) 631-8510 • Fax: (716) 631-0759 e-mail: Trey@NFADA.com

Please Note:

For Vehicle Spec Pages...
If your contract gives you this additional page and you chose to accept it, you must supply the **DIGITAL PRINTER'S PDF** file for placement. This may be e-mailed or sent on CD.

There is an extra charge for typesetting, layouts, photo correction, scanning, screening, size adjustments (enlargements or reductions) or disk/e-mail documents that are not usable for digital conversion. There are also extra charges for internet searches or downloading photos, logos or artwork for use in an ad.

RATES AND SPECIFICATIONS

	AD Size – Image Area	Cost
Inside Front Cover*	7-1/2" x 10"	\$1600.00 NET
Inside Back Cover*	7-1/2" x 10"	1600.00 NET
Back Cover*	7-1/2" x 10"	2000.00 NET
Full Page – Inside*	7-1/2" x 10"	1200.00 NET
Center Spread*	15-5/8" x 10"	2500.00 NET
<p>* With Full Page – 4-color Ad, you receive, at no additional printing cost, a Free Black & White "Spec" Page. IF YOU WANT THIS EXTRA PAGE YOU MUST SUPPLY A HI-RES PRINTER'S PDF FILE FOR INSERTION. (2540 dpi; 150 Line Screen, 100% Black)</p>		
1/2 Page Horizontal	7-1/2" x 4-7/8	700.00 NET
1/2 Page Vertical	3-5/8" x 10"	700.00 NET
One Quarter	3-5/8" x 4-7/8"	500.00 NET

*** Two and four color ads, if Hi Res Printer's PDF Files are provided: additional charge of \$300⁰⁰ per page for 2-color; and \$600⁰⁰ per page for 4-color process ads. Bleeds: Additional charge of \$44.00 per page.**

**ALL ABOVE PRICES ARE WITH ADVERTISERS FURNISHING Hi-Res Printer's PDF files.
IF PDFs ARE INCORRECTLY PRODUCED THERE MAY BE ADDITIONAL CHARGES FOR CONVERSION.**

If you are tax exempt please submit your form or you will be charged tax accordingly.

Authorization and Contract for Advertising in 2012 Buffalo Auto Show

e-mail to: **trey@nfada.com**

Mail To: **2012 Buffalo Auto Show
Niagara Frontier Automobile Dealers Assn., Inc.
attn: Trey Barrett
1144 Wehrle Drive
Williamsville, New York 14221**

Space Reservation Form on Back

PLEASE RESERVE THE FOLLOWING SPACE:

Space Deadline is November 25, 2011

	CHECK CHOICE:	BLACK & WHITE	2 OR 4 COLOR	
Back Cover*	<input type="checkbox"/>		2 <input type="checkbox"/>	4 <input type="checkbox"/>
Inside Front Cover*	<input type="checkbox"/>		2 <input type="checkbox"/>	4 <input type="checkbox"/>
Inside Back Cover*	<input type="checkbox"/>		2 <input type="checkbox"/>	4 <input type="checkbox"/>
Full Inside Page*	<input type="checkbox"/>		2 <input type="checkbox"/>	4 <input type="checkbox"/>
Center Spread*	<input type="checkbox"/>		2 <input type="checkbox"/>	4 <input type="checkbox"/>
* With Full Page – 4-color Ad, you receive, at no additional printing cost, a free Black & White “Spec” Page. Do you want this Extra Page? <input type="checkbox"/> Yes <input type="checkbox"/> No – if neither is checked we will assume NO. – if Yes, a Printer’s Hi-Res Black only PDF File must be supplied by you.				
One Half Page	<input type="checkbox"/>	Horizontal <input type="checkbox"/> Vertical <input type="checkbox"/>	2 <input type="checkbox"/>	4 <input type="checkbox"/>
One Quarter Page	<input type="checkbox"/>		2 <input type="checkbox"/>	4 <input type="checkbox"/>

TERMS: 50% Down with Signed Contract, 50% Billed After Show

ADS IN THE 2012 BUFFALO AUTO SHOW PROGRAM MAY NOT BE CANCELLED.

Please Print:

Authorized Person: _____
Print Name (Signature of Authorized Person)

Name of Advertiser _____ Telephone _____

Manufacturer: _____ E-Mail Address: _____

Address: _____ City _____ State _____ Zip _____

IF PAYING BY CREDIT CARD – Card Type: (Credit or Debit): _____

Acct. #: _____ Exp. Date: _____ (MO/YR) Auth/Security Code: _____ (3 or 4 #)

IF CARD IS NOT PRESENT:

Street #, Zip Code (Billing Address): _____

PLEASE CHECK

- If copy is coming from Advertising Agency.
- If copy is coming directly from you.
- If you want assistance on your copy.

Advertising Agency: _____

Contact Person: _____

Agency Address: _____

City, State, Zip: _____

Telephone: _____

Detach and return completed form with 50% of Payment to NFADA