



## SPONSORSHIPS ➤ CONVENTION CENTER ➤ SIGNAGE INTERIOR

### INTERIOR BANNERS

**\$11,000-\$22,000 (net) per banner**

**Space deadline: 11/25/19**

**Creative deadline: 12/2/19**

These high-impact banners are strategically placed at various locations in the high-traffic grand concourse inside the main entrance to the convention center.

Banner availability includes:

- Six 10' x 10'
- Four 20' x 20'

[Click here for exact locations, pricing and availability.](#)

#### Sales Contacts

Michele Schaner  
703.821.7146  
[mschaner@nada.org](mailto:mschaner@nada.org)  
@NADAads

Joe Phillips  
703.821.7155  
[jphillips@nada.org](mailto:jphillips@nada.org)

#### Specs

**10' x 10' Banner** 120" x 120"  
**Ad Area** 120" x 120" (design your ad this size)  
**Live Area** 114" x 114" (keep your messaging within this area)

**20' x 20' Banner** 240" x 240"  
**Ad Area** 240" x 240" (design your ad this size)  
**Live Area** 234" x 234" (keep your messaging within this area)

Note: 20x20 banners can be produced at half size and output at 200%.

#### Requirements

- All advertising is subject to approval by NADA. Sponsor must email a PDF (low-res version is fine) of their final creative to Michele Schaner at [mschaner@nada.org](mailto:mschaner@nada.org) before submitting final creative file to Matt Lopez at [mlopez@nada.org](mailto:mlopez@nada.org). Sponsor will receive approval either by email—or phone—within five business days.
- Document Setup: See Ad Area specs above. See Live Area specs above. No bleeds. Art can fill the entire Ad Area, but keep your messaging within the Live Area.
- Convert all art to CMYK and all text to Outlines (Illustrator files).
- High-res PDF/X-4 is the preferred format.
- Upload artwork to [NADA Show Banner Submissions](#).

#### Production Contacts

Matt Lopez, Production Design Specialist, NADA Public Affairs  
[mlopez@nada.org](mailto:mlopez@nada.org) | 703.821.7217

- ▼ 15% gross billing to recognized agencies.
- ▼ All NADA Show sponsorships require prepayment. No exceptions.



20' x 20' banners





## INTERIOR BANNERS CONSTRUCTING YOUR AD

### Raster Art

(photos, logos containing any continuous tone images):

- Art submitted at 1:1 (100%), resolution should be no less than 100dpi
- Art submitted at 2:1 (50%), resolution should be no less than 200dpi
- Art submitted at 4:1 (25%), resolution should be no less than 400dpi

### Vector Art

- Logos should be vector with fonts converted to Outlines.

### Fonts and Links

- Supply all fonts (unless converted to Outlines). Zip the fonts folder.
- Supply all links used in your document. "Package" the file, if this feature is available.

### Color

(when color match is required)

- If PMS color matching is required, use original Pantone+ Solid Coated swatches in your artwork. (Modifying Pantone names will result in printing default color: CMYK.)
- CMYK artwork will be produced "As Is." The color output is balanced and vibrant.
- Convert all RGB art to CMYK.
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), also provide the ICC profile information used to produce your proofs. Best option is to include a supplied ICC chart. Contact us to obtain the file.

### Acceptable Software, File Types, Support Files

- High-res PDF/X-4 is the preferred format.
- Adobe CC InDesign and Illustrator (create PDF compatible file).
- Zip (compress) font folder.

### Production Contact

Matt Lopez, Production Design Specialist, NADA Public Affairs  
[mlopez@nada.org](mailto:mlopez@nada.org)  
703.821.7217

Tim Collins, Graphic Designer, NADA Public Affairs  
[ticollins@nada.org](mailto:ticollins@nada.org)  
703.821.7123

## Interior Banner Specs

	20'x20' banner	10'x10' banner
Ad size	240" x 240"	120" x 120"
Live area	234" x 234"	114" x 114"

