



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.](#)



20' x 20' banners

Sales Contacts

Michele Schaner

703.821.7146

mschaner@nada.org

@NADAads

Joe Phillips

703.821.7155

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 before submitting final creative file to Matt Lopez at 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 | 703.821.7217

▼ 15% gross billing to recognized agencies.

▼ All NADA Show sponsorships require prepayment. No exceptions.





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
703.821.7217

Tim Collins, Graphic Designer, NADA Public Affairs
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"

