



SPONSORSHIPS ➤ **CONVENTION CENTER** ➤ **SIGNAGE EXTERIOR**

HANGING BANNERS

Space deadline: 11/25/19

Creative deadline: 12/2/19

Shuttle bus drop-off/pickup location: **\$5,500 (net) per banner**

Each banner will display the sponsor's brand and messaging. As attendees walk to and from the halls and/or the shuttle buses, the high-visibility banners are an excellent way to convey the sponsor's brand, message and booth number. All banners are 15' width x 5' height. Pricing includes production, installation and removal. Total of five banners available.

Taxi cab drop-off/pickup location: **\$8,800 (net) per banner**

These high-visibility banners are an excellent way to convey the sponsor's brand, message and booth number. All banners are 40' width x 3' height. Total of six banners available. Pricing includes production, installation and removal.

To see banner locations and availability please [click here](#).



Sales Contacts

Michele Schaner
 703.821.7146
mschaner@nada.org

Joe Phillips
 703.821.7155
jphillips@nada.org

Specs

Shuttle Canopy

Total Ad Area **180" x 60"** (design your ad this size)
 Live Area **174" x 54"** (keep your messaging within this area)

Taxi Canopy

Total Ad Area **480" x 36"** (design your ad this size)
 Live Area **474" x 30"** (keep your messaging within this area)

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 Total Ad Area specs above. Margins: 3" top, bottom, inside, outside; see Live Area specs above. Art can fill the entire Total 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 Contact

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.

HANGING 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

Hanging Banner Specs

| | Shuttle bus canopy | Taxi cab canopy |
|----------------|--------------------|-----------------|
| Ad Panel sizes | 180"x60" | 480"x36" |
| Live area | 174"x54" | 474"x30" |

