



SPONSORSHIPS ► CONVENTION CENTER ► SIGNAGE INTERIOR

POWERED COLUMN CLINGS

\$8,500 (net) each

Space deadline: 11/25/19

Creative deadline: 12/2/19

Sponsor(s) have the opportunity to place their logo, brand and messaging on clings that wrap the powered columns, which are surrounded by comfortable circular seating and located in high-traffic areas of the convention center. Eight columns available.

[Click here for exact locations, cling dimensions/specs and availability.](#)

Sales Contacts

Michele Schaner
703.821.7146
mschaner@nada.org
@NADAads

Joe Phillips
703.821.7155
jphillips@nada.org

Specs

Total Ad Area 95" x 72" (design your ad this size)
Live Area 89" x 66" (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 Power Cling 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.



POWER COLUMN CLINGS 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

North Lobby

Ad Panel sizes

95" x 72"

Live area

89" x 66"

