



### SPONSORSHIPS ► CONVENTION CENTER ► SIGNAGE INTERIOR

#### WINDOW CLING POP-INS

**\$8,000 (net) per pair**

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

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

Sponsors have the opportunity to place their logo, brand and messaging on clings that will be placed on the windows above specific high-traffic convention center entrances. Each window measures approximately 5' x 5'.

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



#### Sales Contacts

Michele Schaner  
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Joe Phillips  
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#### Specs

<b>5' x 5' Cling</b>	<b>60" x 60"</b>
<b>Ad Area</b>	<b>60" x 60"</b> (design your ad this size)
<b>Live Area</b>	<b>54" x 54"</b> (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](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. Margins: 3" top, bottom, inside, outside; see Live Area specs above. 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 Sponsorship Submissions](#).

#### Production Contacts

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

▼ All NADA Show sponsorships require prepayment. No exceptions.



## WINDOW CLING 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  
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703.821.7217

Tim Collins, Graphic Designer, NADA Public Affairs  
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## Window Cling Specs

