SPONSORSHIPS ➤ *CONVENTION CENTER* ➤ *SIGNAGE INTERIOR*

CHARGING STATION WALL CLINGS

$12,000 (net) each

Space deadline: 11/25/19   **Creative deadline: 12/2/19**

Wall clings at charging stations—which are always full of attendees—offer sponsors a key marketing opportunity. Sponsor may customize the wall cling positioned behind the charging counter at these two high-traffic locations:

- North Lobby: 146"width x 36"height
- Central Concourse: 208"width x 46"height

Pricing includes production, installation and removal. **Click here for more details**.

Sales Contacts

Michele Schaner   Joe Phillips
703.821.7146   703.821.7155
mschaner@nada.org   jphillips@nada.org
@NADAads

Specs

North Lobby
Total Ad Area   **146" x 36"** (design your ad this size)
Live Area   **140" x 30"** (keep your messaging within this area)

Central Concourse
Total Ad Area   **208"x 46"** (design your ad this size)
Live Area   **202"x 40"** (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.

WALL 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

Wall Clings Specs

	North Lobby	Central Concorse
Ad Panel sizes	146"x36"	208"x46"
Live area	140"x30"	202"x40"