



March 20-24, 2019

37th Annual Atlanta International Auto Show

Authorization and Contract for Advertising

PLEASE RESERVE AD SPACE AS FOLLOWS

AD SIZE:

DOUBLE TRUCK (*Two-Page Spread – Bleed*) \$4000: _____

SINGLE-PAGE \$2000: _____

OTHER: _____

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ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL: _____ EMAIL: _____

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AS ORDERED ABOVE, I AUTHORIZE THE INSERTION OF OUR ADVERTISING IN THE OFFICIAL PROGRAM & GUIDE OF THE 2019 ATLANTA INTERNATIONAL AUTO SHOW.

SIGNATURE OF BUYER

DATE

SHOW MANAGEMENT

To Reserve by Phone, Fax or Email:

Phone: 770-916-1741

Fax: 678-538-6233

Email: rnelson@maada.com

Randy Nelson

MAADA

440 Interstate North Parkway SE

Atlanta, Ga 30339

rnelson@maada.com

Produced by the

METRO ATLANTA AUTOMOBILE DEALERS ASSOCIATION



37th Annual Atlanta International Auto Show

March 20-24, 2019

2019 OFFICIAL SHOW GUIDE

The **Atlanta International Auto Show** has more than tripled its size since its inception in 1983, and is recognized as one of the Southeast's great annual automotive events. This growth is not so surprising when you consider that Metro Atlanta has also grown to be the ninth-largest metropolitan statistical area in the United States. In addition to Atlanta, Georgia's capital and largest city, this metropolitan area spans up to 31 counties in north Georgia and has a total estimated population of over 6.4 million people.

The Atlanta International Auto Show is produced by the Metro Atlanta Automobile Dealers Association (MAADA). This association published the event's official show guide for the past eight years. It has proved to be a big hit with manufacturers and dealers alike, running over 90 pages.

The Atlanta International Auto Show guide will publish features on new introductions, concept vehicles, auto industry trends and special show events and attractions. It will also include a large floor plan, plus a listing of all dealer members of the MAADA. A group of area automotive writers will be responsible for the feature content of this show guide.

There's no question your insertion in the 2019 Atlanta International Auto Show guide will reach a very strong market of affluent consumers and prospective car buyers. Surveys show that over 60% of attendees plan to buy new vehicles within 12 months, with the majority stating that the show helped them make buying decisions.

PRODUCTION DATES

Issue Date:	MARCH 20, 2019
Close Date for Reservations:	JANUARY 18, 2019
Materials Due Date:	FEBRUARY 8, 2019
Show Dates:	MARCH 20-24, 2019

AUTO SHOW GUIDE

35,000 Complimentary Distribution
Attendees of the Show
Local Franchised New Car & Truck Dealerships
Area Media

NET ADVERTISING RATE (4-color)

Single-Page	\$2,000.00
Double Truck (<i>Bleed</i>)	\$4,000.00
Inside Back Cover Double Truck	\$5,000.00
Back Cover	\$6,000.00
3 Page Gate Front Cover	\$8,000.00

PRODUCTION INFORMATION

SINGLE PAGE

Trim Size (One-page):	8.5"W x 10.875"H
Bleed Allowance:	.25" (9 x 11.375 - SINGLE PAGE)
Live Size:	.25" FROM TRIM (8 x 10.375)
Text Gutter Safety:	.25" EACH SIDE OF GUTTER

DOUBLE TRUCK (SPREAD)

Trim Size:	17 x 10.875
Bleed Allowance:	.25" (17.5 x 11.375)
Live Size:	.25" FROM TRIM (16 x 10.375)
Text Gutter Safety:	.25" EACH SIDE OF GUTTER

Advertiser is responsible for the production of its camera-ready ad. We need all files digitally; PDF format is preferred. Please include a hard copy along with digital file.

Publisher reserves the right to reject any advertising. Send all insertion orders and materials to:

Attn: **Randy Nelson**
rnelson@maada.com
Metro Atlanta Automobile Dealers Association
440 Interstate North Parkway SE
Atlanta, GA 30339



Phone: 770-916-1741 ● Fax: 678-538-6233 ● Email: rnelson@maada.com