

ADVERTISERS ... Start Your Engines!

4 Ways to SAVE BIG at NADA and a CHANCE TO WIN!



1 ROLLING START: The NADA Show Dailies

Each day of the show, **4,000** Automotive News show dailies are distributed on the show floor and **110,00** are emailed.

Issue dates: Feb 4-6 Close date: Jan 16

2 WARM-UP LAP: The NADA Preview Issue

A detailed look at what dealers can expect at NADA.
NADA bonus distribution.

Issue date: Jan 30 Close date: Jan 18

3 FINISH LINE: The NADA Show Issue

A guide to everything happening on the show floor.
NADA bonus distribution.

Issue date: Feb 6 Close date: Jan 25

4 VICTORY LAP: The NADA Review Issue

A wrap-up of all the news generated during the convention.
A bonus Signet study measures your ad's effectiveness.

Issue date: Feb 13 Close date: Feb 1

Automotive News

Be there.

Advertiser (please print clearly)

Company name:

Contact name:

Address:

Phone:

Email:

For more information, [click here](#) or contact your sales manager.



NADA Show Daily Rates:

Two-page spread	\$15,965
Full page	8,755
Junior page	6,600
Half page	5,775
18"	2,970
15"	2,475
14"	2,310
10"	1,650
1 col. x 1"	165

Inclusion in all three show dailies (4-color, gross).

ADVERTISE FOR A CHANCE TO WIN THE RICHARD PETTY DRIVING EXPERIENCE!

Advertise in an Automotive News weekly edition, the NADA show dailies or on [autonews.com](#) between Jan. 30 and Feb. 14, 2012. You'll automatically be entered in a drawing for a \$1,500 Richard Petty Driving Experience gift card. One winner will be drawn at random on Feb. 15.



The experience includes:

- Driving instruction
- Mechanical & safety instruction
- Driving experience
- Closing ceremony
- Detailed lap-time sheet
- Certificate with estimated top speed