



Get with the Program! Space is Limited.



Grand National Roadster Show
January 27-29, 2012
Fairplex, Pomona CA

Sacramento Autorama
February 17-19, 2012
Cal Expo, Sacramento CA

Secure your spot in America's Best Rod & Custom Show Programs.

Reach the automotive owners and enthusiasts through the pages of our 2012 show programs. Whether you're an exhibitor, a vehicle participant or a business looking to target your customer, these collector's items help you reach your audience. Advertise in both of our programs to get maximum results!

Show Program Information:

Both programs feature event highlights including show history, special awards, hall of fame members, and color photos of participating vehicles. The program is a "must have" by every participant and show spectator/enthusiast.

Circulation:

We anticipate printing **10,000** programs per show. They are distributed to all vehicle owners and vendors. We also use the program to help boost attendance.

Show Program Availabilities:

Please check desired size of advertisement and show program you wish to place.

- Full Page Color (7.5 w x 10" h) **\$900 ea.**
- Half Page Color (7.5 w x 4.88" h) **\$500 ea.**
- Quarter Page Color (3.63 w x 4.88" h) **\$300 ea.**
- Business Card Color (3.63 w x 2.63" h) **\$150 ea.**

- The 63rd Annual Grand National Roadster Show**



Deadline: 12/16/11

- The 62nd Annual Sacramento Autorama**



Deadline: 1/6/12

Mechanical Requirements:

4/4 color process printed on 80 pound quality stock. Photos need to be 350 dpi or higher resolution and can be e-mailed to ads@rodshows.com. Electronic files can be sent as JPEG, TIF, EPS, or high resolution PDF's. 133 line screen, negative right reading, emulsion down. Artwork will be returned on request after publication.

Advertiser Incentives:

Each Full Page ad receives: **4** - One Day Passes to event.
Each Half Page ad receives: **2** - One Day Passes to event.

Advertiser Information:

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Advertisement Cost: \$ _____

Less than **5%** if the same ad is in both programs
OR if a 2012 show vendor & a full page is purchased.
\$ < _____ >

Amount Due: \$ _____

Payment: Full payment is due at time of ad purchase.

Mail order form, check, and artwork to: Rod Shows
12223 Highland Ave #550, Rancho Cucamonga, CA 91739
Or fax signed form with Credit Card info to 877-763-7469.

or

VISA-M/C Name on Card: _____

Card # _____

Exp Date: _____ 3 digit security code (back of card) _____

Card Billing Address #'s _____ Card Billing Zip _____

Signature _____ Date _____

Questions:

Contact us at (877) 763-7469 x 0

Don't Wait, Order Today!