



2016 Official Media Kit

Chicago Auto Show Program Guide a Win for Advertisers!

- Nation's largest and longest-running auto show, with more than 1 million square feet of exhibit space.
- "No cost" distribution system continues to be a success
- We're happy to offer renewals and a limited number of new positions for clients in 2016.

2016 Auto Show Important Dates

The 108th Chicago Auto Show Dates

- "First Look for Charity"- Friday, February 12, 2016
- Public Show: Saturday, February 13 - Sunday, February 21, 2016

Official Program Guide Key Dates

- Space Close: Wednesday, November 25, 2015 (or, as available)
- Materials Due: Friday, January 8, 2016

2016 Net Rates

- All ads are full page, four-color and include bleeds!
- Full page: \$13,020 NET (limited premium positions available - please call for pricing)
- Space reservations must be in writing / insertion orders

FULL PAGE

TRIM SIZE: 8.5 in x 10.5 in
LIVE AREA: .25 in within trim
BLEED: .125 in past trim

FULL PAGE

Live: 8 x 10
Trim: 8.5 x 10.5
Bleed: 8.75 x 10.75

All colors must be converted to CMYK.

All Images must be minimum 300dpi.

Contact Information

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