



June 24 & 25, 2023

**2023 Advertising Agreement**

\_\_\_\_\_ (Business name) agrees to be an advertiser in the Souvenir Program book of the Sloan Museum’s 51st<sup>th</sup> Auto Fair held June 24 & 25, 2023. As an advertiser of Flint’s longest running annual car show event, Sloan Museum Auto Fair will provide recognition based on the advertiser level selected. **In order to receive full recognition listed, each ad must be paid ASAP. DEADLINE FOR AD SUBMISSION: 8am on May 1, 2023. Email all ads to marketing@SloanAutoFair.com**

**ADVERTISER INFORMATION**

Date \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

\_\_\_\_\_  
Authorized Adv. Signature      Date                      Sloan Museum Auto Fair Representative      Date

***2023 Advertising Opportunities***

Annually, the Sloan Museum Auto Fair produces a full color souvenir program book. **DEADLINE FOR AD SUBMISSION: May 1, 2023. Email all ads to [marketing@SloanAutoFair.com](mailto:marketing@SloanAutoFair.com)**

**Program Advertisements (finished size)**

<b>Size</b>	<b>Color Ads</b>	<b>Cost</b>	<b>(# tickets)</b>
<b>5.125” wide x 2.438” tall</b>	_____ Business Card	\$250.00	(20)
<b>Horizontal 8” wide x 2.875” tall</b>	_____ Quarter Page	\$350.00	(25)
<b>Vertical 3.875” wide x 5.125” tall</b>			
<b>Horizontal 8” wide x 5.125” tall</b>	_____ Half Page	\$495.00	(30)
<b>Vertical 3.875” wide x 10.5” tall</b>			
<b>8.5” wide x 11” tall full bleed</b>	_____ Full Page	\$875.00	(60)
<b>Full Page</b>	_____ Inside Front Cover or Inside Back Cover	\$1,250.00	(80)

*For Office Use Only*

Date Received \_\_\_\_\_ Sponsorship Check # \_\_\_\_\_ Amount Paid \$ \_\_\_\_\_

## Advertisement Details for Souvenir Program book

**Back Cover / Inside Front Cover / Inside Back Cover may “bleed” off page if desired**  
(this means the color will go all the way to the edge of the page without a white border around it)

**Full page with color bleeding off page:**

8.5" wide x 11" tall with a 1/4" bleed keeping all copy you do not want cut off at least 1/4" inside the 8.5x11

*All ads are full color and must be a minimum of 300 dpi using CMYK color. You may submit the ad in a JPG or a high resolution PDF with all fonts turned to outlines. If ad is submitted in RGB the colors may not turn out as expected. If PDF's do not have fonts outlined your fonts may not turn out as expected.*

If you are not sure of how to achieve these specifications you may send your ad via email to: [marketing@SloanAutoFair.com](mailto:marketing@SloanAutoFair.com) with reference to Sloan Museum Auto Fair Advertisement in your message title. Attach your ad in the format you have and they will convert them for you and send back a proof of how it will appear once the book has been printed.

**\*Sloan Museum Auto Fair will work with the graphic designer to create an ad for you, should you not have one available. Fees range from \$50 to \$75 per hour depending on complexity of artwork desired.**

**DEADLINE FOR ADS: 8am on May 1, 2023. Email all ads to [marketing@SloanAutoFair.com](mailto:marketing@SloanAutoFair.com)**

***Please make your check payable to: Sloan Museum Auto Fair***

**Return to:** Sloan Museum Auto Fair, 1221 E. Kearsley Street, Flint, MI 48503

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For questions, please email Pete Granger, Event Chair, at [pete.granger@alserra.com](mailto:pete.granger@alserra.com) or Cathy Gentry (810) 237-3444 [cgentry@sloanlongway.org](mailto:cgentry@sloanlongway.org)

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