



**2011 DELAWARE
 AUTO
 SHOW** OCT. 7 - 9
 CHASE CENTER ON THE RIVERFRONT

PROGRAM GUIDE

ADVERTISE IN THE 2011 DELAWARE AUTO SHOW OFFICIAL PROGRAM GUIDE.

The Delaware Auto Show is the First State's first and only auto show that will attract thousands of auto enthusiasts (and potential buyers) to the Chase Center on the Riverfront in Wilmington this October.

In conjunction with the event and only available to those in attendance, The Delaware Auto Show Official Program Guide will feature schedule information, a map of the facility and photos and previews of the exciting auto models that debut in 2012. The highly targeted, 4 color glossy program guide will reach local auto enthusiasts who will attend the largest event on the Wilmington Riverfront.



RATES (includes full color)

FULL PAGE.....\$1,200
 HALF PAGE.....\$700

Format: Glossy magazine

5 col. full page (full bleed): 8.75" wide x 11.25" deep
 5 col. full page (no bleed): 7.625" wide x 10.25" deep
 5 col. half page (no bleed): 7.625" wide x 5" deep

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 Friday, October 7

Space deadline:
 Friday, September 9

FOR MORE INFORMATION, CONTACT YOUR SALES REPRESENTATIVE OR CALL 302-324-2465.