

2011 Hampton Roads International **AUTO SHOW**

January 7/8/9, 2011 Virginia Beach Convention Center

The Exclusive Show Guide for the 2011 Hampton Roads International Auto Show

Don't miss this opportunity to advertise your message around the largest, most exciting automotive event of the year!

The Auto Show Guide includes comprehensive editorial content, new vehicle previews, map of the entire show floor and much more.

The guide will be delivered to EVERY Virginian-Pilot subscriber on Thursday January 6th, 2011 (Bonus Day) reaching over 400,000 readers. Every Auto Show attendee will also receive the Guide upon entrance to the event.

Specs:

- *Tabloid sized (9.75 x 11.25)
- *High Bright White paper
- *Full color on every page
- *Only 2 ad sizes: full & half pages (half page 9.75 x 5.5)

Flat-rated pricing:

- Full page: \$3000
- Half page: \$1600

All pricing includes full color.

Deadlines:

Sales Deadline:

Fri. 12/10/2010

Camera Ready Art:

Fri. 12/17/2010

Publication:

Thu. 1/6/2011

Every year the Hampton Roads International Auto Show brings in tens of thousands of visitors! Don't miss out on this opportunity to convey your message to EVERY Pilot reader, countless car enthusiasts and your most coveted prospect... the new car shopper!

Contact your sales representative for more information.



Contact Don Blankinship at 757-222-3856 or Donald.blankinship@pilotonline.com for more information.