

# POSTER PROGRAM

## ESTABLISH YOUR BRAND WITH THE NEXT GENERATION

Your poster brings attention to your brand, logo and message all year. Show that your company supports the schools and students, and provide them with a constant reminder that they are making the right choice to pursue an automotive career. Build your brand and sales with more than 40,000 students and instructors.

Poster content can include: diagnostic flow charts, technical tips, career support, safety recommendations, vehicle diagrams, troubleshooting ideas, racing, product cutaway, website info, etc.

**Price:** \$3,800 if we print  
\$2,900 if the poster is supplied (quantity – 1,200)

**Finished size:** 19" x 25" (supplied posters must have one edge no longer than 28")

**Paper:** 80# Gloss Text

**Due Date:** All creative materials due July 12, 2019 –  
Send to Christine Perry, cperry@babcox.com

**File Types:** PDF, eps, tiff, 300 dpi or higher at 100%

**Delivery:** Posters will not be folded, but rolled and placed together in a box (4"x4"x 28") and delivered by UPS and U.S. Postal Service to more than 1,100 schools in August.

Contact Jim Merle at  
330-670-1234 ext. 280 or  
your Babcox Regional Sales Manager

