



SEMA International Buyers Guide Advertising Rate Card

DIMENSIONS & MECHANICAL SPECS

FULL-PAGE AD

Trim Size: 8-3/8" x 10-7/8"
Bleed: 8-5/8" x 11-1/8"
(live matter centered)
Non-bleed: 7-1/2" x 10"

HALF-PAGE AD

Bleed: 8-3/8" x 5-1/2"
(live matter centered,
7-7/8" x 5")
Non-bleed: 7-1/2" x 5"
(horizontal only)

REQUIRED FILE FORMAT:

- QuarkXpress: 4.11 - 6.0:
- Adobe Illustrator: 5.0 - 10.0:
- Adobe Photoshop: 4.0 - 6.0:

FILE PREPARATION:

- Make sure ad is sized to correct size specifications.
- Select all colors to CMYK process. No PMS or RGB colors will be accepted.
- Include all fonts used in file. Use postscript fonts, not True Type.
- Include all images to be used in file.

PROOFS:

1. Printouts (in color for 4-color ads) and PDF proofs are required to be submitted with all artwork (for content only).
2. Desktop Laser Jet copies are not sufficient for color proofs. SEMA is not responsible for color without a SWOP (Standard Web Offset Press) color proof.

IMAGE PREPARATION:

- Image mode should be CMYK, not RGB.
- Image resolution (either black/white or color): 300 dpi
- Save all images as either EPS or TIFF files. (Do not use JPEGs, GIFs, or any other low-resolution modes when saving images.)

- Save with 8-bit MAC preview with Binary encoding.

REGARDING FONTS:

- Supply copies of all fonts used, including screen and printer fonts.
- Use Type 1 Postscript fonts, and provide a listing of all fonts used in page layout or EPS files (for back-up use).

TRANSPORT MEDIA:

- lomega 100 MB ZIP disk
- Hi-resolution, 300 dpi PDFs
- CD-ROM

E-MAILED FILES:

- Digital ads sent via e-mail are acceptable with the same formats as the above files. JPEGs are not recommended because of their low resolution and problems with Postscript output. Any file larger than 5MB should be sent compressed in its native format with programs such as Stuffit or WinZip.
- Ship materials to: SEMA, 1575 S. Valley Vista Dr. Diamond Bar, CA 91765 USA or e-mail: showads@sema.org

RATES

★ ★ ★ ★ ★ DISCOUNTS: ★ ★ ★ ★ ★

SEMA Show 2004 exhibitors receive a 10% discount.
SEMA members receive an additional 15% discount.

		Exhibitors	Non-exhibitors
Back cover	(4-color)	\$2,250	\$2,500
Inside back cover	(4-color)	\$1,800	\$2,000
Inside front cover	(4-color)	\$2,025	\$2,250
Full page	(black/white)	\$1,485	\$1,650
Half page	(black/white)	\$855	\$950

ADDITIONAL CHARGES: Only advertisers that submit artwork as specified on this rate card will be exempt from production charges. Artwork not submitted to these specs is liable for a 15% production charge.

***AD MATERIAL:** Any artwork submitted that does not meet our requirements will be returned. The advertiser will be responsible for fixing the ad and returning new corrected material to SEMA.

PLACEMENT: Ads are placed at the publisher's discretion, and placement cannot be guaranteed.

TERMS: The publisher will not be bound by conditions appearing on order blanks or copy instructions that conflict with the provisions of this rate card. No agency discounts apply. Due to the nature of the publication, tear sheets will only be available at or after the Show. **Payment is due with or before materials deadline, September 17, 2004.**

CANCELLATIONS: Ad space and production is allocated based upon contracts received. No cancellations will be accepted after reservation closing date, September 10, 2004.

DISPOSITION OF MATERIALS: Materials will be discarded unless a return is requested in writing.

QUESTIONS?

Motor Media Inc. • Joe Sebergandio
818/649-7867 • sales@motormediainc.com • Fax: 818/649-8227

Advertising closing date: **September 10, 2004**
Ad materials due date: **September 17, 2004**

Yes! Please reserve my ad space for the 2004-2005 SEMA International Buyers Guide.

COMPANY INFORMATION:

Contact Name: _____

Title: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Fax: _____

E-mail: _____

AD SIZE & COLOR: _____

Rate \$ _____

15% SEMA-member discount \$ _____

TOTAL DUE \$ _____

PAYMENT INFORMATION:

Check enclosed (payable to PAPI)

VISA MasterCard American Express

Credit Card #: _____

Expiration Date: ___/___/___ CVV #* (required) _____

***VISA/MasterCard:** The last 3 digits of the card number printed in the signature space on the back of the card.

***American Express:** The 4-digit number printed above and to the right of the raised number on the front of the card.

Cardholder Name: _____

Cardholder Billing Address: _____

City/State/ZIP: _____

Cardholder's Signature: _____

Fax to SEMA: 909/396-4981
Or mail to: SEMA
1575 S. Valley Vista Dr.
Diamond Bar, CA 91765 USA