

Dimensions & Mechanical Specs



FULL PAGE AD

- Non-bleed:** 7" x 10"
Bleed: 8-5/8" x 11-1/8"
 Live matter centered to 7-7/8" x 10-1/8"
Two-page Spread (Bleed): 8-5/8" x 11-1/8"
 Dimensions include 1/4" for gutter
 Live matter centered to 16-1/4" x 10-1/8"
Two-page Spread (Non-bleed): 8-5/8" x 11-1/8"
 Dimensions include 1/4" for gutter



HALF PAGE AD

- Non-bleed:** 7" x 4-7/8" HORIZONTAL ONLY
Bleed: 5-1/2" x 8-5/8"
 Live matter centered to 5" x 8-1/8"
Two-page Spread: 17-1/4" x 5-1/2" (bleed)
 Build as 2-1/2" page bleed ads



LOGO NEXT TO LISTING

- Free with purchase of any display ad (separate art required)
- **Black & White only**
- Logo will be reproduced approximately 1"x1" in size

Directory trim size is 8-3/8"x10-7/8"

REQUIRED FILE FORMAT:

- QuarkXpress: 3.32 - 6.0: Page Layout Program
- Adobe Illustrator: 5.0 - 10.0: Illustration Program
- Adobe Photoshop: 4.0 - 6.0: Imaging Program

FILE PREPARATION:

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

IMAGE PREPARATION:

- Image mode should be CMYK. RGB files will not be accepted.
- 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).

PROOFS:

- Printouts (in color for 4-color ads) and PDF proofs are required to be submitted with all artwork (for content only).
- 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.

TRANSPORT MEDIA:

- Iomega 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 files larger than 5MB should be sent compressed in their native format with programs such as Stuffit or WinZip. E-mail files to: showads@sema.org.

Advertising Rates

PRINTED DIRECTORY:

Gate-fold cover (4-color only)	Inquire
Back cover (4-color only)	\$9,000
Inside back cover (4-color only)	\$5,900
Full-page spread (4-color, 2-color, or black & white)	\$8,500
Half-page spread (4-color, 2-color, or black & white)	\$4,250
Full page (4-color)	\$4,500
(2-color)	\$3,700
(black & white)	\$2,500
Half page (4-color)	\$2,250
(2-color only)	\$1,700
(black & white)	\$1,100
Logo next to listing (black & white only)	*\$270

Logo FREE with purchase of any display ad if separate art supplied

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 corrected material to SEMA.

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

TERMS: ALL PRICES ARE NET. No discounts apply. The publisher will not be bound by conditions appearing on order blanks or copy instructions that conflict with the provisions of this rate card. Due to the nature of the publication, tear sheets will only be available at or after the Show. **Payment is due before materials deadline, September 10, 2004.**

CANCELLATIONS: Ad space and production is allocated based upon contracts received. No cancellations will be accepted after space reservation closing date, September 1, 2004.

DISPOSITION OF MATERIALS: Materials will be discarded unless a return is requested in writing by January 3, 2005.

Reserve Your Space Today! Contact:

Joe Sebergandio • MOTOR MEDIA Inc.
 Glendale Plaza, 655 N. Central Ave., 17th Floor
 Glendale, CA 91203 USA
 818/649-7867 • Fax: 818/649-8227
 sales@motormediainc.com

**SPACE RESERVATION
CLOSING DATE:
September 1, 2004**

**AD MATERIALS DUE DATE:
September 10, 2004**

Advertising Questions & Materials to:

SEMA Show 2004 Directory, Attn: Juanita Garner
 1575 S. Valley Vista Dr., Diamond Bar, CA 91765 USA
 909/396-0289, ext.153 • Fax: 909/396-4981 • juanitag@sema.org
 Materials only to: showads@sema.org