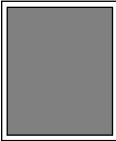


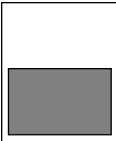
DIRECTORY ADVERTISING RATE CARD & INSERTION ORDER

DIMENSIONS & MECHANICAL SPECS



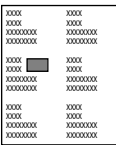
FULL-PAGE AD

Non-bleed: 7-1/4" x 10" is recommended
Bleed: 8-1/4" x 11-1/8"
Trim Size: 8" x 10-7/8"



HALF-PAGE AD

Non-bleed: 7-1/4" x 4-7/8"
Bleed: 8-1/4" x 5-1/2"



LOGO NEXT TO LISTING

FREE with purchase of any ad!

Logo will be reduced to fit into an area approximately 3/4" x 3/4"

DIGITAL ADVERTISING SPECIFICATIONS

- Submit in QuarkXpress, Adobe Illustrator or Adobe Photoshop format.
- Ad must be sized to the above specifications.
- Use Postscript fonts, not TrueType.
- Save all images, black & white and color, to 300 dpi resolution.
- Save all images as either EPS or TIFF.
- Select all colors to CMYK process, including images. Do not use RGB.
- We do accept high resolution .pdf files.

Contact Juanita Garner at 909/396-0289, ext. 153
or juanitag@sema.org for complete specifications.

AD RATES

Within Exhibitor Directory Listings:

Full page	(4-color)	\$2,140
Full page	(black & white)	\$1,585
Half page	(4-color)	\$1,340
Half page	(black & white)	\$775
Logo next to listing	(black & white only)	*\$25

*(Logo FREE with purchase of any display ad if separate art supplied.)

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.

AD MATERIAL: Any artwork submitted that does not meet our requirements will be returned. The advertiser will be responsible to fix the ad and return 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. Due to the nature of the publication, tear sheets will only be available at or after the show. ALL PRICES ARE NET. No discounts apply. Full payment is required with your artwork. Make checks payable to **SEMA**.

CANCELLATIONS: No cancellations will be accepted after the ad reservation closing date of March 9, 2005, for Atlantic City.

DISPOSITION OF MATERIALS: Materials will be discarded unless a return is requested in writing, by March 16, 2005, for Atlantic City.

Atlantic City International Auto Salon

Ad reservation closing date: March 8, 2005

Ad materials due date: March 16, 2005

Yes! Please reserve my ad space for the 2005 SEMA International Auto Salon Exhibitor Directory.

Authorized Signature: _____
Contact Name: _____
Title: _____
Organization: _____
Address: _____
City/State/ZIP: _____
E-mail Address: _____
Phone: _____
Fax: _____
For artwork materials, contact: _____
Phone # if different than above: _____

PAYMENT INFORMATION:

AD SIZE & COLOR: _____
Rate \$ _____

Check enclosed **payable to PAPI** (US dollars)

VISA MasterCard American Express

Credit Card #: _____

CVV #:* _____ *VISA/MC: Last 3 digits of card number in signature space on back of card.
AmEx: 4-digit number above and to the right of raised number on front of card.

Expiration Date: ____ / ____ / ____

Cardholder Name: _____

Cardholder Billing Address: _____

City/State/ZIP: _____

Cardholder Signature: _____



Mail or fax this Insertion Order with appropriate payment to be received by March 8, 2005, for Atlantic City, to:

SEMA, Attn: IAS Directory Advertising, 1575 S. Valley Vista Dr., Diamond Bar, CA 91765 • Fax: 909/396-4981

Ship artwork to arrive no later than March 16, 2005, for Atlantic City, to:

SEMA, Attn: Juanita Garner, 1575 S. Valley Vista Dr., Diamond Bar, CA 91765 • showads@sema.org (up to 10MB)