

# To get your company noticed, you've got to use the right tool for the job.

Advertise in the *SEMA Membership Directory*—the SEMA-member benefit voted #1 year after year—and get the job done right. This is the directory professionals in the specialty automotive industry reach for first to find potential customers and suppliers as well as information on products, services and much more. With an ad strategically placed, your company stands out from the crowd and gets first crack at new business. Now that's a tool worth every penny.



**SPECIAL OFFER!**  
Run a 1/2 page or larger ad in the 2005 Membership Directory and receive a FREE ad in the February 2005 issue of SEMA News worth \$520!\*

**Space Reservation Deadline: SEPTEMBER 15, 2004. Distribution Date: First-quarter of 2005.**

## SPACE RESERVATION FORM

Complete and return this form with payment to:  
**SEMA Membership Directory**  
1575 S. Valley Vista Dr.  
Diamond Bar, CA 91765-3914  
909/396-0289

If paying by credit card, this form may be faxed to:  
909/396-4981.

Agency discounts do not apply.

**Payment must accompany space reservation form.**

Back Cover, 8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> " bleed, 4-color	<input type="checkbox"/>	\$1,500
Inside Cover, 8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> " bleed, 4-color	<input type="checkbox"/>	\$1,250
Full page, 7" x 10" non-bleed, black & white	<input type="checkbox"/>	\$500
Full page, 8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> " bleed, black & white	<input type="checkbox"/>	\$500
Half page, 7" x 4 <sup>7</sup> / <sub>8</sub> " black & white (horizontal only)	<input type="checkbox"/>	\$360
Double business card (Reps only), 3 <sup>1</sup> / <sub>2</sub> " x 4"	<input type="checkbox"/>	\$230
Single business card (Reps only), 3 <sup>1</sup> / <sub>2</sub> " x 2"	<input type="checkbox"/>	\$150

Company name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Authorized signature \_\_\_\_\_

Check enclosed (U.S. Dollars only, payable to PAPI) \$ \_\_\_\_\_

Credit Card \$ \_\_\_\_\_

Visa     MasterCard     American Express    Card No. \_\_\_\_\_

Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_    CVV No. (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/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Cardholder signature \_\_\_\_\_ Date \_\_\_\_\_



Once you have reserved your space and are ready to send your materials, please note the following guidelines:

- All ads should be in digital format, i.e. Quark XPress, Illustrator, Photoshop. Other formats include TIF, EPS or high-resolution PDFs.
- Trim size: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"
- Live matter: Type should be held within 3/8" from trim edges
- 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
- Materials must be received by: **OCTOBER 15, 2004**
- Send materials to: *SEMA Membership Directory*  
1575 S. Valley Vista Dr.  
Diamond Bar, CA 91765-3914  
Or e-mail to: memberdir@sema.org

**\*SPECIAL OFFER TERMS:**  
Free ad size: 1/6 black & white vertical (2 1/4" x 4 7/8"). Ad to be supplied by advertiser. Must meet *SEMA News* specifications and be submitted by the deadline of December 1, 2004 in order to qualify. Send ad materials to adsales@semanews.com.

**For more information, call:**  
**MOTOR MEDIA INC.**  
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818/649-7867  
Fax: 818/649-8227  
E-mail: sales@motormediainc.com