

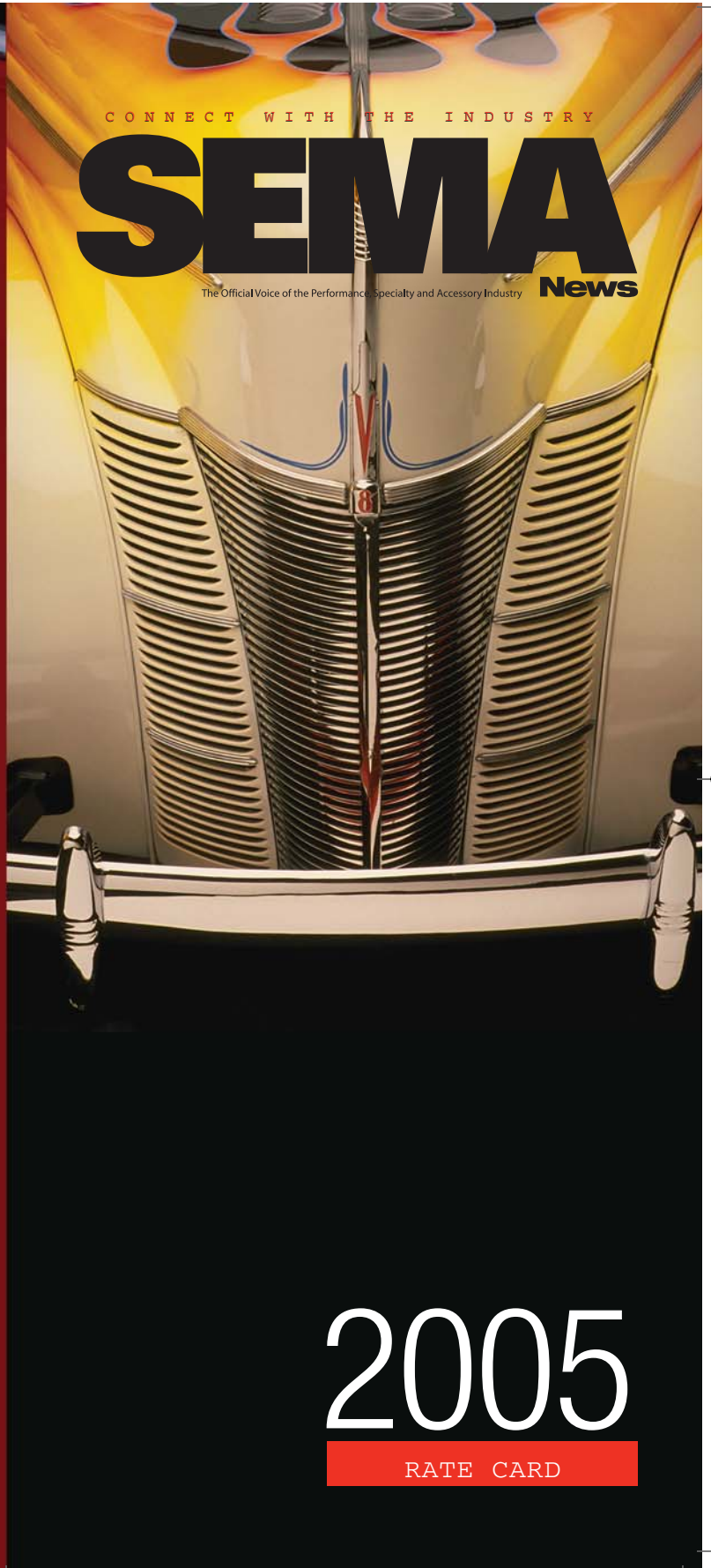


SEMA

The Official Voice of the Performance, Specialty and Accessory Industry

News

1575 S. Valley Vista Dr.
Diamond Bar, CA 91765 USA
909/860-2961 Fax: 909/860-1709
E-mail: adsales@semanews.com



CONNECT WITH THE INDUSTRY

SEMA

The Official Voice of the Performance, Specialty and Accessory Industry

News

2005

RATE CARD

SEMA NEWS

C O N N E C T
W I T H T H E
I N D U S T R Y

SEMA News is everything professionals look for in a great trade publication: hundreds of new product announcements, the latest industry news, interviews with key decision makers and creative tips on how to make automotive accessory businesses bigger and more efficient. Best of all, *SEMA News* goes right to the core of the specialty equipment and OE environments through a specially qualified circulation database of manufacturers, warehouse distributors, jobbers, retailers, dealers and other industry professionals.

SEMA News connects to the industry in a big way, with more than 35,000 individuals reading the high-quality publication on a monthly basis. Chock-full of late-breaking new-product information as well as market industry reports and SEMA Show guides, *SEMA News* not only offers informative feature articles, but also serves as a resource for events and current market trends. *SEMA News* contains everything professionals need to know about the specialty automotive industry.

SEMA News is expanding its circulation!

In addition to the 32,000 members and industry professionals who read it each month, we've targeted 5,000 of the most active buyers from the SEMA Show in each of four of the hottest market niches to receive three consecutive issues specifically dedicated to showcasing their businesses.

This is *SEMA News'* exciting high profile Categories Series—a surefire way to put some power under the hood of your marketing plan. Mark your calendar now and get in on the action!

Each category will be highlighted for three consecutive months, with supporting editorials to include must-read topics such as hot products, selling techniques and market research...all geared to the targeted market.

For complete rate information and to schedule your advertising now, contact your *SEMA News* ad rep today and get dialed in.

B O N U S D I S T R I B U T I O N F O R 2 0 0 5

Wheel & Tire January '05 – March '05

Truck & Accessories April '05 – June '05

Restyling July '05 – September – '05

Racing & Performance October '05 – December – '05

SEMA
News

SEMA NEWS

CONTACTS

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ADVERTISING SALES

For more information, contact your sales representative.

Western Territory:

Don Crassweller

Crassweller Media

E-mail: sales@crasswellermedia.com

909/244-2566

Fax: 909/244-4899

Eastern Territory:

Joe Sebergandio

Motor Media Inc.

E-mail: sales@motormediainc.com

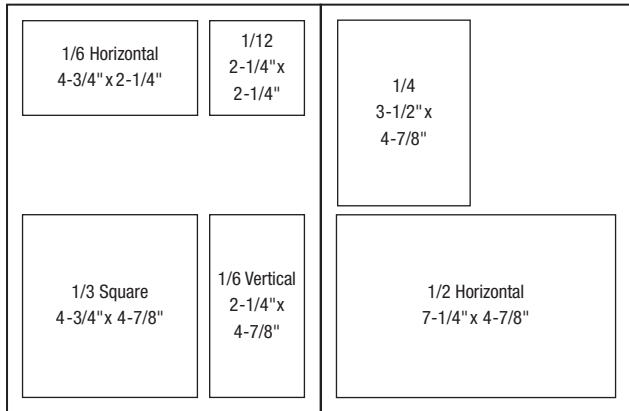
818/649-7867

Fax: 818/649-8227



ADVERTISING

AD AND TRIM SIZES



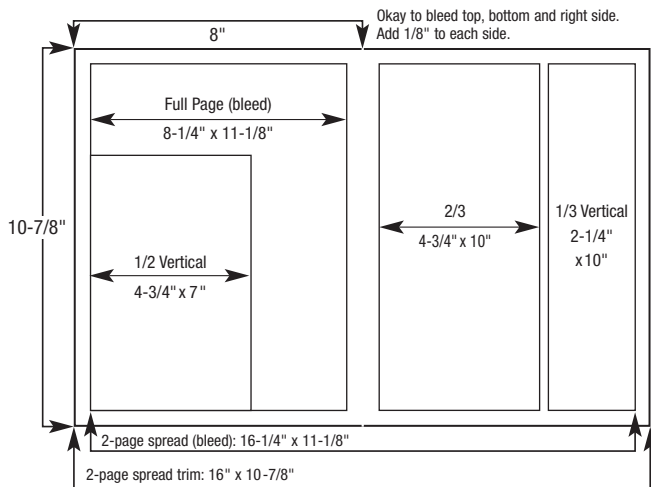
SEMA News trim size: 8" x 10-7/8"

Full-bleed page (bleeds on all 4 sides): 8-1/4" x 11-1/8"

Full-bleed spread (bleeds on all 4 sides): 16-1/4" x 11-1/8"

Bleed ads: Be sure to add 1/8" on each side that bleeds.

Keep copy and images 3/8" from magazine trim edges.



INSERTION ORDERS AND ADVERTISING

Send insertion orders and advertising materials to:

Advertising Dept., *SEMA News*
1575 S. Valley Vista Dr.
Diamond Bar, CA 91765 USA
Or via e-mail at adsales@semanews.com
909/860-2961, ext. 153
Fax: 909/396-4981

SEMA NEWS

ADVERTISING PRODUCTION SCHEDULE

2005

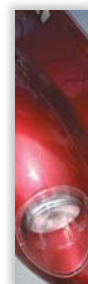
Issue Month	Space Closing	Ad Materials	Issue Date
Jan.	11/9	11/15	1/3
Feb.	12/6	12/14	2/1
Mar.	1/7	1/14	3/1
Apr.	2/8	2/15	4/1
May	3/8	3/16	5/2
June	4/8	4/15	6/1

Issue Month	Space Closing	Ad Materials	Issue Date
July	5/6	5/16	7/1
Aug.	6/7	6/15	8/1
Sept.	7/8	7/15	9/1
Oct.	8/8	8/16	10/3
Nov.	9/7	9/16	11/1
Dec.	10/7	10/14	12/1

SPECIAL FEATURES

Polybag, belly wraps, cover wraps and inserts

Contact your sales representative for rates and additional information.



SEMA NEWS

EDITORIAL CALENDAR

2005

January Wheel Issue

SEMA Show Coverage
1,000 New Products from the SEMA Show
Council Focus – Wheel Industry Council (WIC)
Wheel & Tire 4-Color Catalog & Product Showcase

February Passenger Tire Issue

Wheel & Tire Media Guide
Committee Focus – Young Executives Network (YEN)
SEMA Spring Expo Show Directory

**March** Truck Tire Issue

Off-Road Overview

April Pickup Truck Issue

Spring Expo Show Coverage
Truck Accessories 4-Color Catalog & Product Showcase

May SUV/CUV Issue

International Auto Salon Atlantic City Directory
SEMA/OEM Roundtable Tech Talks Preview
Council Focus – Manufacturers Representative Council (MRC)

**June** Utility & Fleet Truck Issue

Council Focus – Light Truck Accessory Alliance (LTAA)
Performance Marine Overview
International Auto Salon Coverage



ADVERTISING

SPECIFICATIONS

Required Software

Adobe Acrobat 4.0 – 6.0.2
Adobe Illustrator: 5.0 – CS version
Adobe Photoshop: 4.0 – CS version
QuarkXpress: 4.0 – 6.1
InDesign files accepted

File Preparation

1. Make sure ad is sized to correct size specifications.
2. Select all colors to CMYK process.
3. Include all images to be used in file.
4. Convert all Illustrator files to outlines, flatten layers and save as an EPS or TIF. Please no PMS colors.

Image Preparation

1. Image mode must be CMYK, not RGB.
2. Image Resolutions:
Black & white: 300 dpi
Color: 300 dpi
3. Save all images as either EPS files or TIFF files.
4. Do not use JPEGs, GIFs, or any other low-resolution modes when saving images.
5. Save with 8-bit MAC preview with Binary encoding.

Illustrator Files

1. Save Illustrator images/documents as Illustrator EPS files.
2. Convert all fonts to outlines.

Quark Files

After completing layout, save page as an EPS (please no loose fonts).

Regarding Fonts

Sending fonts should not be necessary because all files must be flattened and saved as an EPS or TIF file.

Proofs

1. Desktop Laserjet copies are not permitted for color proofs.
2. SEMA News is not responsible for color without a SWOP (Standard Web Offset Press) color proof.

Transport Media

1. High-resolution 300 dpi PDF files
2. CD-ROM
3. Please do not send Zip disk

E-mailed Files

E-mail files to: adsales@semanews.com

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.

SEMA NEWS

GENERAL ADVERTISING POLICIES

Commission and Cash Discounts: Agency commission: 15% to recognized agencies.

Overdue Accounts: Failure to pay on time could result in termination of credit arrangements; a late fee of 5% per month is charged to past-due accounts.

Rate Protection: New rates are immediately applied to business not previously covered by a bona fide contract.

Mechanical Requirements: *SEMA News* is printed in process colors only (no mechanical colors). Therefore, *SEMA News* cannot accept any advertisements containing PMS colors. Materials sent in PMS colors will be separated into CMYK. Any additional cost involved to complete preparation of the ad (typesetting, stripping-in type, photos or logos, film, duplication, etc.) will be billed to the advertiser.

Payment Terms: Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to advertising agency placing the insertion order for payment; however, publisher retains the right to hold the advertising agency and the advertiser jointly liable for monies due and payable to the publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions printed or otherwise on contracts, order blanks or instructions when such conditions conflict with its policies.

Credit procedures: All first-time advertisers in *SEMA News* are required to pay in advance for their first advertisement. First-time advertisers will also be required to fill out a credit application form provided by SEMA.

Publisher's protective clause: By issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for the advertising to be published in *SEMA News*. By their tendering such insertion order, the advertiser or agency shall indemnify and hold publisher, its employees, agency and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney fees) resulting in any way from publisher's compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration in which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors. Agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or the tendered advertising because of labor disputes involving the publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to, or, at its option, to publish the tendered advertising in its next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates *SEMA News* editorial material.

SEMA

News

(Calendar subject to change without notice)

July Passenger Car Restyling Issue

Council Focus – Sport Compact Council (SCC)
Restyling 4-Color Catalog & Product Showcase

August Truck Restyling Issue

Council Focus – Professional Restyling Organization (PRO)
Mobile Audio Overview

September OE Restyling Suppliers Issue

SEMA Show Preview
Council Focus – Automotive Restoration Market Organization (ARMO)

October Emerging Motorsports Issue

2005 SEMA Pre-Show Issue
Racing & Performance 4-Color Catalog & Product Showcase
Council Focus – Hot Rod Industry Alliance (HRIA)



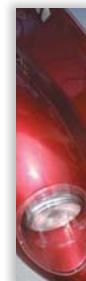
November The Competition Issue (Racing)

SEMA Show 2005
All Industry 4-Color Catalog & Product Showcase
Racing Media Guide



December Street Performance Issue

Council Focus – Motorsports Parts Manufacturers Council (MPMC)
Committee Focus – Scholarship



SEMA NEWS

A D V E R T I S I N G R A T E S

2005

Covers	1x	3x	6x	9x	12x
Cover 4	\$5,082.00	\$4,460.00	\$4,200.00	\$3,819.00	\$3,619.50
Cover 3	\$4,779.50	\$4,190.00	\$3,950.00	\$3,591.00	\$3,405.75
Cover 2	\$4,911.50	\$4,310.00	\$4,060.00	\$3,690.75	\$3,496.00

Four-Color	1x	3x	6x	9x	12x
Full Page	\$4,780.00	\$4,130.00	\$3,900.00	\$3,543.50	\$3,353.50
2/3	\$3,349.50	\$2,940.00	\$2,770.00	\$2,517.50	\$2,384.50
1/2	\$2,948.00	\$2,580.00	\$2,440.00	\$2,213.50	\$2,099.50
1/3	\$2,414.50	\$2,120.00	\$2,000.00	\$1,814.50	\$1,719.50
1/4	\$1,771.00	\$1,550.00	\$1,460.00	\$1,330.00	\$1,258.75

Two-Color	1x	3x	6x	9x	12x
Full Page	\$4,031.50	\$3,540.00	\$3,335.00	\$3,030.50	\$2,869.00
2/3	\$2,541.00	\$2,230.00	\$2,100.00	\$1,909.50	\$1,814.50
1/2	\$2,123.00	\$1,860.00	\$1,760.00	\$1,605.50	\$1,510.50
1/3	\$1,606.00	\$1,410.00	\$1,330.00	\$1,206.50	\$1,140.00
1/4	\$1,270.50	\$1,115.00	\$1,050.00	\$954.75	\$902.50

Black & White	1x	3x	6x	9x	12x
Full Page	\$3,487.00	\$3,060.00	\$2,890.00	\$2,622.00	\$2,489.00
2/3	\$2,123.00	\$1,860.00	\$1,760.00	\$1,596.00	\$1,510.50
1/2	\$1,705.00	\$1,500.00	\$1,410.00	\$1,282.50	\$1,216.00
1/3	\$1,188.00	\$1,040.00	\$980.00	\$893.00	\$845.50
1/4	\$869.00	\$760.00	\$720.00	\$650.75	\$617.50
1/6	\$748.00	\$655.00	\$620.00	\$555.75	\$513.00

Marketplace	6x	12x
1/12 Page, b/w	\$270.00	\$250.00
1/6 Page, b/w	\$540.00	\$490.00

Service Center	6x	12x
1/12 Page, b/w	\$80.00	\$70.00
1/6 Page, b/w	\$150.00	\$140.00

No agency commission. Open to agencies, display companies, printers, etc.

Rep Roster	6x	12x
1/12 Page, b/w	\$65.00	\$55.00
1/6 Page, b/w	\$130.00	\$115.00

No agency commission.



ADVERTISING DISCOUNTS AND PREMIUMS

Agency commission: 15% of gross billing is allowed to recognized agencies for space, color and position, provided that the account is paid within 30 days of invoicing. Commission is not allowed on *SEMA News* Special Advertising Opportunities. Also, commission is not paid on other charges, such as insert handling, special bind-in, trimming of inserts, reprints or other mechanical charges and non-display advertising.

SEMA-member discount: All current SEMA members receive a 10% discount off published rates (except special ad sections).

Inserts: Call our production department for complete details on space and bindery costs. Publisher requires samples of all inserts for approval before publication. All current SEMA members receive a 10% discount off published rates.

High-impact Advertising: *SEMA News* offers a variety of high-impact cover and packaging options to its advertisers. Advertisers may purchase custom gatefold or barn-door covers, belly bands or polybags. For specific pricing and details, contact *SEMA News* production department at 909/860-2961.

Special position premiums: Special position requests are non-cancelable except with 10 days' notice prior to advertising materials due date. Guaranteed positions (other than covers) will be charged an additional 10% premium. Contact publisher for rates and availability; all positions are subject to advertising/editorial approval.

Non-standard advertisement sizes: *SEMA News* can accommodate some ad sizes not contained in this rate card; however, an additional 15% over published rates for similarly sized advertisements applies. Due to varying package size, non-standard size ads must be approved by publisher.

