

Dimensions & Mechanical Specs

FULL PAGE AD

Non-bleed: 3-1/2" wide x 7-1/2" high
Bleed: 4-1/4" wide x 8-1/4" high
 (Live matter centered to
 3-1/2" wide x 7-1/2" high)

HALF PAGE AD

Non-bleed: 3-1/2" wide x 3-5/8" high
Bleed: 4-1/2" wide x 4" high
 (Live matter centered to
 3-1/2" wide x 3-1/2" high)

Pocket Guide trim size is 4" wide x 8" high.

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 size specifications.
- For 4-color ads, select all colors to CMYK process. No PMS colors will be accepted for 4-color ads. No RGB files.
- Include all fonts used in file. Use postscript fonts, not True Type.
- Include all images to be used in file.
- Make sure 2-color ads use only Black & PMS 485.

IMAGE PREPARATION:

- Image mode should be CMYK, not RGB, for 4-color ads, and should be grayscale for 2-color ads.
- 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 file 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

Back cover (4-color only)	\$4,250
Inside back cover (4-color only)	\$2,450
Inside front cover (4-color only)	\$2,650
Full page (2-color, red [PMS 485] and black)	\$795
(black & white)	\$695
Half page (2-color, red [PMS 485] and black)	\$550
(black & white)	\$475

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:

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 Glendale Plaza, 655 N. Central Ave., Suite 1749
 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 Pocket Guide, 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