

## DIMENSIONS & MECHANICAL SPECS

SEMA International Buyers' Guide trim size is 8" x 10.875"



### FULL-PAGE AD

Non-bleed: 7.25" x 10"

Bleed: 8.25" x 11.125" \* \*\*

\*LIVE AREA: 0.375 inches from trim edges and gutters.

\*\*BLEED: size includes 0.125 bleed.



### HALF-PAGE HORIZONTAL AD

Non-bleed: 7.25" x 4.875"

### REQUIRED FILE FORMAT:

- 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
- High resolution PDF files accepted

### FONTS:

- All fonts must be properly embedded.

### FILE PREPARATION:

- Make sure ad is sized to correct specifications.
  - Select all colors to CMYK process. No PMS colors will be accepted. Black and white images must be grayscale.
  - Include all images to be used in file.
  - Convert all Illustrator files to outlines, flatten layers and save as an EPS or TIF.
  - With high resolution PDFs, print file to PostScript (never "save page as PDF").
- Convert PostScript file to PDF using Acrobat Distiller.

### IMAGE PREPARATION:

- Image mode must be CMYK. RGB files will not be accepted.
- Image Resolutions (either Black & White or Color: 300 dpi).
- Save all images as either EPS files or TIF files.
- Do not use JPEGs, GIFs, or any other low-resolution modes when saving images.
- Save with 8-bit MAC preview with Binary encoding.

### UNACCEPTABLE FILE TYPES:

- Microsoft's Word, Excel, PowerPoint or Publisher and Adobe's Pagemaker or Freehand files will **NOT** be accepted.

### PROOFS:

- Printouts (in color for 4-color ads), PDF proof and SWOP color proof are recommended to be submitted. Without an accurate SWOP color proof, SEMA cannot be held responsible for the outcome of color on press.

### SUBMITTING DIGITAL FILES:

- Submit ads by logging onto <http://www.SEMAShow.com/materials> and follow complete instructions.
- Please avoid uploading .zip files when possible.

**Yes!** Please reserve my ad space for the 2009-2010 SEMA International Buyers' Guide.

### COMPANY INFORMATION:

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Send completed form with payment to: **PAPI, International Buyers' Guide**  
**1575 S. Valley Vista Dr.**  
**Diamond Bar, CA 91765 USA**  
**FAX: 909/396-5440 – Credit Card ONLY**

## ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ DISCOUNTS ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SEMA members receive an additional 15% discount

## ADVERTISING RATES

PRINTED DIRECTORY:	Exhibitors	Non-Exhibitors
C-2 inside front cover (4-color only)	\$2,025	\$2,250
C-4 back cover (4-color only)	\$2,250	\$2,500
C-3 inside back cover (4-color only)	\$1,800	\$2,000
Full page (black/white)	\$1,485	\$1,650
Half page (black/white)	\$855	\$950

**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:** 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. **All paid advertisers who have missed the ad materials due date, September 7, 2009, agree to SEMA building the paid advertiser's ad copy at SEMA's discretion. Full payment must be received with insertion order by the ad closing date, August 31, 2009.**

**CANCELLATIONS:** Ad Space and production are allocated based upon contracts received. No cancellations will be accepted and no refunds given after the ad closing date, August 31, 2009.

**DISPOSITION OF MATERIALS:** Materials will be discarded unless a return is requested in writing by October 30, 2009.

### Reserve Your Space Today! Contact:

Joe Sebergandio • MOTOR MEDIA Inc.  
 2841 Sanborn Ave., Suite 1, La Crescenta, CA 91214 USA  
 818/248-4449 • Fax: 818/248-4249  
[joe@motormediainc.com](mailto:joe@motormediainc.com) • [www.motormediainc.com](http://www.motormediainc.com)

Advertising closing date: **August 31, 2009**  
 Ad materials due date: **September 7, 2009**

### Production questions to:

SEMA Show 2009 International Buyers' Guide, Attn: Lisa Schafer  
 1575 S. Valley Vista Dr., Diamond Bar, CA 91765  
 Tel: 909/396-0289, ext 181 • Fax: 909/860-0184 • [lisas@sema.org](mailto:lisas@sema.org)

- New Ad       Pick up ad from 2008

AD SIZE & COLOR: \_\_\_\_\_  
 Rate \$ \_\_\_\_\_  
 15% SEMA-member discount \$ \_\_\_\_\_  
 TOTAL DUE \$ \_\_\_\_\_

### PAYMENT INFORMATION:

- Check enclosed, payable to **PAPI** (in U.S. Dollars only)  
 VISA       MasterCard       American Express

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV #\* (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: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_