



2010 SEMA Show Official Show Directory & Pocket Guide

ADVERTISING INSERTION ORDER

To reserve your ad space in the 2010 SEMA Show Show Directory and/or Pocket Guide, complete and sign this form and return with payment by August 27, 2010, to: PAPI, SEMA Show Directory, 1575 S. Valley Vista Dr., Diamond Bar, CA 91765. For credit card only, fax to 909/396-5440. For questions regarding production, contact: David Block, SEMA, 909/396-0289, ext. 6648, fax: 909/396-4981, or davidb@sema.org. For questions regarding advertising, contact: Joe Sebergandio at Motor Media Inc., 818/248-4449, Fax: 818/248-4249, or joe@motormediainc.com

Exhibitor/Advertiser: _____

Order Date: _____ 2010 SEMA Show Booth Number: _____

Yes! Please reserve the following advertising space for my company in the 2010 SEMA Show publications:

SHOW DIRECTORY					
<input type="checkbox"/> New Ad	Ad Size	<input type="checkbox"/> Premium _____	<input type="checkbox"/> Full-Page	<input type="checkbox"/> Half-Page	<input type="checkbox"/> Logo Only
<input type="checkbox"/> 2009 Pick-up Ad	Color	<input type="checkbox"/> 4-Color	<input type="checkbox"/> Black/White		
					Net Rate \$ _____
POCKET GUIDE					
<input type="checkbox"/> New Ad	Ad Size	<input type="checkbox"/> Premium _____	<input type="checkbox"/> Full-Page	<input type="checkbox"/> Half-Page	
<input type="checkbox"/> 2009 Pick-up Ad	Color	<input type="checkbox"/> 4-Color	<input type="checkbox"/> Black/White		
					Net Rate \$ _____
					Total Order Amount \$ _____

Full payment must be received by the ad closing date, August 27, 2010. See rate cards for instructions and specifications. Log onto <http://www.SEMAShow.com/materials> and follow complete instructions to upload your files.

TERMS: Order may be amended or cancelled in writing up until the ad closing date, August 27, 2010. No changes or cancellations accepted after closing date. Order is accepted subject to revisions in Directory format and special feature/section availability. Artwork must be received as specified on rate card(s), or production charges will apply. Show setup may be denied if invoices are outstanding. The publisher will not be bound by conditions appearing on order blanks or copy instructions that conflict with the provisions of this Insertion Order. The advertiser hereby expressly indemnified the publisher from any claims or actions arising from alleged infringement of any copyright or trademark, any libelous statements, or any unauthorized use of photographs or other illustrations that appear with the advertising referred to in this order. Advertising is restricted to exhibitors or non-industry entities. The publisher reserves the right to reject or omit any advertising for any reason. Payment must be received by August 27, 2010. Due to the nature of the publication, tear sheets will only be available at or after the Show.

Advertising Order Placed By: I am the exhibitor / advertiser agency

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP/Postal Code _____ Country _____

Phone _____ Fax _____

E-mail _____ Web Address _____

Signature _____ Date _____

Artwork contact _____

Order accepted on behalf of SEMA and Performance Aftermarket Publications Inc. (PAPI) by _____

Ad Closing Date: August 27, 2010 • Ad Materials Due Date: September 10, 2010

Payment Information:

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

Credit Card \$ _____

Visa MasterCard American Express

Card No. _____

Exp. Date ____/____/____ CVV No. (required)* _____

Send completed form with payment to:
PAPI, SEMA Show Directory
1575 S. Valley Vista Dr.
Diamond Bar, CA 91765 USA
or FAX: 909/396-5440

* 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 _____

Cardholder Signature _____ Date _____