



# 2010 SEMA News Rate Card



## CONNECT WITH THE INDUSTRY

**S**EMA 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 OEM 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 18,000 individuals reading the high-quality print publication as well as 150,000 online 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.



## CONTACTS

### Peter MacGillivray

Publisher/Vice President of  
Communications and Events  
peterm@sema.org  
909/396-0289 x6686

### Matthew Pearson

Editorial Director  
mattp@sema.org  
909/396-0289 x6710

### David Block

Advertising Coordinator  
davidb@sema.org  
909/396-0289 x6719

## ADVERTISING SALES

### Motor Media Inc.

2841 Sanborn Ave., Ste. 1  
La Crescenta, CA 91214  
818/248-4449  
Fax: 818/248-4249  
sales@motormediainc.com  
www.motormediainc.com

### Joe Sebergandio

joe@motormediainc.com

## 2010 SEMA NEWS EDITORIAL

(Calendar Subject to Change Without Notice)

### January

First-Time Exhibitor New Products and Trends  
SEMA Show Portfolio  
SEMA Member News



### February

Wheel and Tire New Products and Trends



### March

Racing & Performance New Products and Trends  
SEMA Member News



### April

Trucks, SUV & Off-Road New Products and Trends  
New Vehicle Technology



### May

Mobile-Electronics New Products and Trends  
Business Services New Products and Trends  
Legislative and Regulatory Issue  
SEMA Member News



### June

Hot Rod Alley New Products and Trends  
Hot-Rod Market Update



### July

Resstyling & Car Care New Products and Trends  
Business Technology  
SEMA Member News



### August

Restoration New Products and Trends  
Tools & Equipment New Products and Trends



### September

2010 SEMA Show First-Time Exhibitors  
SEMA Show Preparation  
SEMA Member News



### October

2010 SEMA Pre-Show Issue  
2010 SEMA Show Educational Program  
2010 SEMA Show New Products Preview



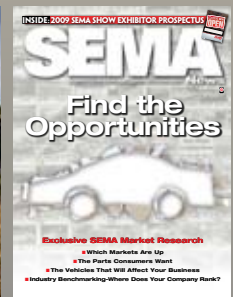
### November

2010 SEMA Show Guide  
Show Vehicle Preview  
Special Catalog and New Product Showcase  
SEMA Member News



### December

Accessory-Friendly Vehicles  
Trends for 2011

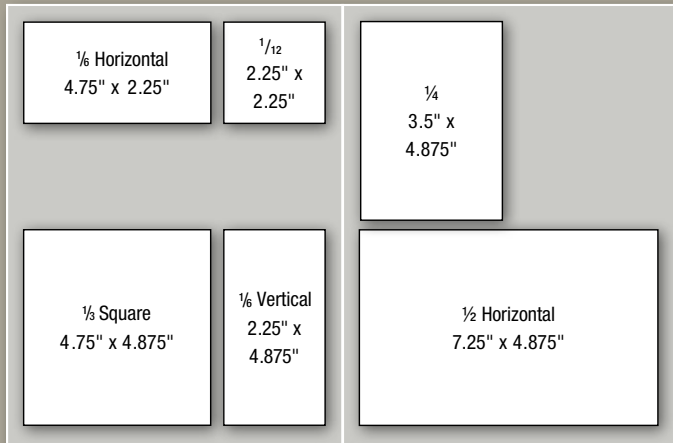


## GENERAL ADVERTISING POLICIES

**Publisher's Protective Clause:** By the 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 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, 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.

## 2010 SEMA NEWS ADVERTISING

### AD AND TRIM SIZES



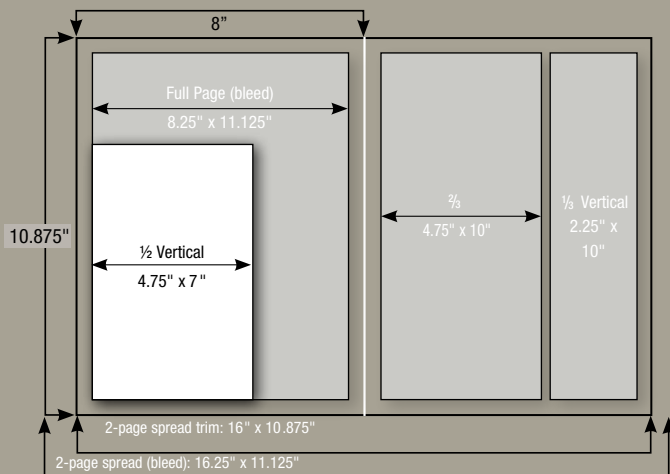
*SEMA News* trim size: 8" x 10.875"

Full-bleed page (bleeds on all four sides): 8.25" x 11.125"

Full-bleed spread (bleeds on all four sides): 16.25" x 11.125"

Bleed ads: Be sure to add .125" on each side that bleeds.

Keep live copy and images .375" 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  
909/978-6719  
Fax: 909/396-4981

Ad material can be uploaded to the *SEMA News* website at  
[www.semanews.com/uploadyourads](http://www.semanews.com/uploadyourads)



### 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.

## 2010 SEMA NEWS ADVERTISING

Issue Month	Space Closing	Ad Materials	Issue Date
JANUARY	6-NOVEMBER	13-NOVEMBER	4-JANUARY
FEBRUARY	1-DECEMBER	7-DECEMBER	2-FEBRUARY
MARCH	4-JANUARY	11-JANUARY	1-MARCH
APRIL	4-FEBRUARY	11-FEBRUARY	1-APRIL
MAY	4-MARCH	11-MARCH	3-MAY
JUNE	5-APRIL	12-APRIL	2-JUNE
JULY	4-MAY	11-MAY	1-JULY
AUGUST	2-JUNE	8-JUNE	3-AUGUST
SEPTEMBER	2-JULY	9-JULY	2-SEPTEMBER
OCTOBER	3-AUGUST	10-AUGUST	1-OCTOBER
NOVEMBER	27-AUGUST	10-SEPTEMBER	2-NOVEMBER
DECEMBER	1-OCTOBER	8-OCTOBER	1-DECEMBER

### Polybag, belly wraps, cover wraps and inserts

Contact Motor Media Inc. for rates and additional information.



#### ACCEPTABLE DIGITAL MATERIALS:

- High-resolution EPS, TIFF or PDF/X-1a files are acceptable. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Fonts must be outlined or embedded and all images must be linked.
- Crop marks and color bars should be outside printable area (12pt offset).

#### DOCUMENT SETUP:

- Adobe InDesign or Quark XPress should be used for ad layouts.
- Adobe Photoshop: 300-dpi CMYK or grayscale, 600-dpi minimum bitmap, flattened layers, TIFF or EPS format, binary encoding. No JPEGs nor extra channels will be accepted.
- Adobe Illustrator: outline all fonts, flatten transparencies and embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density not to exceed 300%.



#### UNACCEPTABLE FILE TYPES:

- Files NOT Accepted: Microsoft Word, Excel, PowerPoint or Publisher; Adobe PageMaker or Freehand

#### MEDIA TRANSPORT:

- High resolution, 300-dpi EPS, TIFF or PDF/X-1a
- CD-ROM/DVD-ROM

#### SUBMITTING ART FILES:

- FTP: [www.semanews.com/uploadyourads](http://www.semanews.com/uploadyourads) and follow complete instructions.
- E-mail: [adsales@semanews.com](mailto:adsales@semanews.com)
- Mail: *SEMA News*, Attn: David Block, 1575 S. Valley Vista Dr. Diamond Bar, CA 91765

#### 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 News* cannot be held responsible for the outcome of color on press.



## 2010 SEMA NEWS ADVERTISING

### Covers

	1x	3x	6x	9x	12x
Cover 4	\$5,800	\$5,050	\$4,800	\$4,325	\$4,085
Cover 3	\$5,450	\$4,775	\$4,485	\$4,085	\$3,860
Cover 2	\$5,575	\$4,900	\$4,600	\$4,200	\$3,975

### Four-Color (ROP)

	1x	3x	6x	9x	12x
Full Page	\$5,450	\$4,725	\$4,425	\$4,030	\$3,900
2/3	\$3,800	\$3,350	\$3,150	\$2,850	\$2,675
1/2	\$3,350	\$2,925	\$2,775	\$2,500	\$2,385
1/3	\$2,750	\$2,400	\$2,275	\$2,050	\$1,925
1/4	\$2,010	\$1,760	\$1,655	\$1,510	\$1,425

### Classifieds (Four-Color)

Marketplace	6x	12x
1/12 Page	\$125	\$110
1/6 Page	\$210	\$190

Service Center	6x	12x
1/12 Page	\$90	\$80
1/6 Page	\$170	\$160

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

Rep Roster	6x	12x
1/12 Page	\$75	\$65
1/6 Page	\$150	\$130

No agency commission.

Product and Catalog Showcase	February, June, August or November
	\$250 per issue



### 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 ROP 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 the *SEMA News* production department at 909/860-2961.

**Special Position Premiums:** Special position requests are noncancelable 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, nonstandard-size ads must be approved by publisher.

