



Las Vegas Convention Center, Las Vegas, Nevada  
 Exhibit Days: November 2-5, 2010  
 Education Days: November 1-5, 2010

## 2010 SEMA SHOW DIRECTORY ADVERTISING RATE CARD

### DIMENSIONS & MECHANICAL SPECS

SEMA Show Directory trim size is 8" x 10.875"

#### FULL-PAGE AD

**Non-bleed:** 7.25" x 10"  
**Bleed:** 8.25" x 11.125" \*\*\*

**Two-page spread (non-bleed):** 15.5" x 10" \* ◊  
**Two-page spread (bleed):** 16.25" x 11.125" \*\*\* ◊

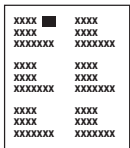
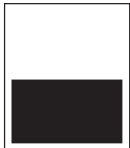
\*LIVE AREA: Keep copy and images 0.375 inches from trim edges and gutters.  
 \*\*BLEED: Be sure to add 0.125 inches on each side that bleeds.  
 ◊Only one ad per PDF document. (Submit spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

#### HALF-PAGE HORIZONTAL AD

**Non-bleed:** 7.25" x 4.875"  
**Half-page spread (Non-bleed):** 15.5" x 4.875" \*

#### LOGO NEXT TO LISTING

- Black & White only
- Logo will be reproduced approximately 1" x 1" in size



### ADVERTISING RATES

#### PRINTED DIRECTORY:

C-2 inside front cover 4 page gate fold only (4-color only) . . . . .	\$25,500
C-4 back cover (4-color only) . . . . .	\$12,000
C-3 inside back cover (4-color only) . . . . .	\$9,000
Belly band (4-color only) . . . . .	\$20,000
Tab dividers (4-color only) . . . . .	\$6,100
Full-page spread (4-color only or black/white) . . . . .	\$9,500
Half-page spread (4-color only or black/white) . . . . .	\$4,970
Full-page (4-color) . . . . .	\$5,000
(black/white) . . . . .	\$3,000
Half-page (4-color) . . . . .	\$2,610
(black/white) . . . . .	\$1,460
Logo next to listing (black/white only) . . . . .	\$270

**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 10, 2010, 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 27, 2010.**

**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 27, 2010.

**DISPOSITION OF MATERIALS:** Materials will be discarded unless a return is requested in writing by October 29, 2010.

#### DIGITAL MATERIALS REQUIRED:

- PDF/X-1a files required for all ads. View specifications at [www.swop.org](http://www.swop.org) or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (\*except black text).
- Crop marks and color bars should be outside printable area (12 pt offset).
- **Black text** 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Minimum point size for type that is reversed out of color is **10 point**.
- Minimum point size for type that is built out of process color is **8 point**.

#### DOCUMENT SETUP:

- QuarkXPress or Adobe InDesign should be used for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop - 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, .tif or .eps format, binary encoding (no JPEG and no extra channels).
- Illustrator - outline all fonts, flatten transparencies, 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:

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

#### SUBMITTING DIGITAL FILES:

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

#### 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.

#### MEDIA TRANSPORT:

- Hi-resolution, 300 dpi PDFs
- CD-ROM/DVD-ROM

#### FILE UPLOAD:

- Verify that ads are properly sized according to mechanical specifications. To upload your files, log onto <http://www.SEMAShow.com/materials> and follow complete instructions.

#### 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)

**AD CLOSING DATE:  
 August 27, 2010**

**AD MATERIALS DUE DATE:  
 September 10, 2010**

#### Production questions to:

2010 SEMA Show Directory, Attn: David Block  
 1575 S. Valley Vista Dr., Diamond Bar, CA 91765  
 Tel: 909/396-0289, ext. 6648 • Fax: 909/396-4981 • [davidb@sema.org](mailto:davidb@sema.org)