

SEMA SHOW

DAILY

SEMA Show Daily is the official daily newspaper of the Specialty Equipment Market Association's SEMA Show 2010 in Las Vegas, Nevada. Over 70,000 copies of the SEMA Show Daily will be distributed to attendees and the exhibitors of what some have called "The greatest automotive show on Earth."

SEMA Show Daily is a four color, 96-page daily newspaper that will include advertising and Show-related editorial content. A pre-Show issue will be distributed to over 40,000 pre-registered buyers three weeks prior to the SEMA Show 2010, while 10,000 copies of subsequent issues will be distributed at key locations during the Show each day.



70,000

TOTAL DISTRIBUTION!

- A poly-bagged Pre-Show edition of the SEMA Show Daily will be distributed to 40,000 pre-registered SEMA Show 2010 buyers.
- SEMA Show Daily editions will be distributed:

Opening Day Issue: Tuesday Nov 2
(10k copies)

First Live Issue: Wednesday Nov 3
(10k copies)

Second Live Issue: Thursday Nov 4
(10k copies)

EDITORIAL FEATURES

SEMA Show Daily advertisers have the opportunity to submit company/product news features that are related to the SEMA Show 2010. These value-added items are a great way to broadcast your messages to the show attendees through an independent third-party voice. If selected, news articles will appear only once and the SEMA Show Daily editors reserve the right to edit for style, clarity, and space. SEMA Show Daily will make every effort to accommodate our advertiser's request.

Deadline for consideration: **August 4**

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GOLD ADVERTISING PACKAGE:

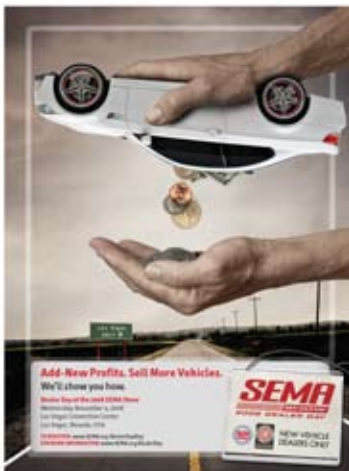
(4) Page 4/C ads
 (1 ad to appear in each of the 4 SEMA Show Dailys)
 Total Cost: \$7,500/Net

SILVER ADVERTISING PACKAGE:

(4) ½ Page 4/C ads
 (1 ad to appear in each of the 4 SEMA Show Dailys)
 Total Cost: \$4,250/Net

PRODUCT SHOWCASE:

(4) 1/6th Page 4/C ads
 (1 ad to appear in each of the 4 SEMA Show Dailys)
 Total Cost: \$1,500/Net



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2010 SEMA SHOW DAILY PRODUCTION SPECIFICATION AND SCHEDULE

MATERIAL DUE DATE

(Pre-show issue) Aug 4, 2010
(Tuesday) Sep 10, 2010
(Wednesday) Sep 29, 2010
(Thursday) Sep 29, 2010

REQUIRED FILE FORMAT:

- Adobe InDesign: CS1, CS2 & CS3 only, CS4 files can not be accepted.
- Adobe Illustrator: 5.0–CS3
- Adobe Photoshop: 4.0–CS3
- QuarkXpress: 5–6.5

FILE PREPARATION:

- Make sure ad is sized to correct specifications.
- Select all colors to CMYK process. No PMS colors will be accepted.
- Include all fonts used in file. Use postscript or Open-Type fonts, no True Type"
- Include all images to be used in file.

AD IMAGE PREPARATION:

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

TRANSPORT MEDIA:

- High-resolution, 300-dpi PDFs
- CD-ROM, DVD, FTP site or e-mail

SEND AD MATERIALS TO:

Attn: David Block
1575 S. Valley Vista Dr.
Diamond Bar, CA 91765
davidb@sema.org
909/396-0289 ext 6648

For electronic transfer of ad material,
please upload at:
www.semashow.com/showdaily
or contact David Block.

FINAL AD SPECS FOR 2010 SEMA SHOW DAILY

(ALL ADS ARE NON-BLEED!)
FULL-PAGE AD 9.75"x 13"
HALF-PAGE HORIZONTAL 9.75"x 6.25"
HALF-PAGE VERTICAL 13"x 4.75"
1/6th-PAGE 4.75"x 4.1875"



AD AGREEMENT

Total Sponsorship Fee of _____ \$/Net. (Due with order or before August 4, 2010) US Dollars Only.

I, the undersigned, authorized agent for _____, do hereby accept and acknowledge the terms and conditions of the advertising agreement grant license known as the "SEMA SHOW DAILY 2010 Ad Agreement" for the:

- _____ Gold Package (Full Page/4 Color ad in all 4 issues)
- _____ Silver Package (Half Page/4 Color ad in all 4 issues)
- _____ Product Showcase (1/6 page/4 Color ad in all 4 issues)
- _____ Other _____

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____
Authorized Signature _____ Date _____

Payment Information:

_____ Check Enclosed (Payable to SEMA) Check Amount \$ _____
_____ Please Charge My Credit Card: ___ Visa ___ M/C ___ Amex Credit Card Amount \$ _____

CARDHOLDERS NAME _____

CARD NUMBER _____ Exp Date _____

CVV# _____ *Visa/MC –The last 3 digits of the card number printed in the signature space on the back of the card.

Amex –the 4 digit number printed above and to the right of the raised number on the front of the card.

CARDHOLDERS BILLING ADDRESS _____

CITY: _____ STATE _____ ZIP _____

CARDHOLDERS SIGNATURE: _____

Mail completed agreement with payment or fax (credit card info only) to:

SEMA/ David Block, 1575 S. Valley Vista Dr., Diamond Bar, CA 91765, Fax 909.396.4981

QUESTIONS? Contact MOTOR MEDIA INC. at 818.248.4449 or email sales@motormediainc.com