

# 2011 MEDIA GUIDE

- **Be Seen 4 Times – Pre-Show & 3 Days On-Site!**
- **More Than 70,000 Copies!**
- **Take Advantage of Special Discounts!**
- **Multiply Your Show Exposure!**
- **Reach Real Buyers At SEMA 2011!**

# SEMA SHOW

## DAILY



**MPN**  
MOTORCYCLE Product News

Host Publisher  
Powersports & Utility Vehicles Section

### ADVERTISING DEADLINES:

- **Space Orders:** August 5
- **Pre-Show Issue Materials:** August 8
- **On-Site Issue Materials:** September 9

**November 1 — November 4, 2011**  
Las Vegas Convention Center  
Las Vegas, Nevada USA • [www.SEMASHOW.com](http://www.SEMASHOW.com)



# SEMASHOW 2011

////////// **DAILY**

The **SEMA Show Daily** will be distributed to attendees and exhibitors of the 2011 SEMA Show – 70,000 copies in total. The four-color, 96-page daily newspaper will include advertising and show-related editorial content via **Motorcycle Product News**, the official host publisher of the *Powersports and Utility Vehicle* section of the **SEMA Show Daily**.

A pre-show issue will be distributed to *more than 40,000* exhibitors and attendees three weeks prior to the show. Three daily issues will be produced during the show, with some 10,000 copies distributed on Tuesday, Wednesday and Thursday of the show at key locations throughout the Las Vegas Convention Center.

The **SEMA Show Daily** provides an excellent opportunity for you to *promote your products and services* to attendees – active industry buyers – and *drive traffic to your booth!*

**Motorcycle Product News** is offering *special advertising opportunities* and rates to all *Powersports and Utility Vehicle* section exhibitors designed to *maximize your exposure* prior to and during the 2011 SEMA Show. And, **Motorcycle Product News** can provide editorial support in the **SEMA Show Daily**, further enhancing your message!

## AD SPECIFICATIONS

### PAGE DIMENSIONS/AD SIZE:

	Width	Height
Final Trim: .....	10.5"	14.5"
Two-Tab Page Spread (no bleeds): .....	20"	13"
Single-Tab Page (no bleeds): .....	9.75"	13"

### AD SPECIFICATIONS:

*Media & Software:* CD or DVD – QuarkXpress, Illustrator, Photoshop

*File Format:* Hi-res PDF, EPS, TIFF, 300 dpi or higher at 100%

*Fonts:* Include all fonts used, both printer and screen fonts, as well as those embedded in a graphic. Do not apply style attributes to basic fonts.

*Color:* Convert all RGB or Pantone colors to CMYK. Provide final document laser proof of ad at 100% with crop marks and separations.

## ADVERTISING RATES & DEADLINES

All advertisers in **Motorcycle Product News's** October 2011 issue will receive special rate discounts for the **SEMA Show Daily** – save thousands!

**Advertisers:** In addition to your ad in **Motorcycle Product News's** October issue, purchase a full-tab page, four-color ad in all four **SEMA Show Daily** issues for \$5,400 gross total – that's just \$1,350 per issue!

**Non-Advertisers:** Purchase a full-tab page, four-color ad in all four **SEMA Show Daily** issues for \$6,490 gross total – \$1,622 per issue.

### ADVERTISING DEADLINES:

- Space Orders: August 5
- Pre-Show Issue Materials: Must be received by August 8
- On-Site Issue Materials: Must be received by September 9  
(These deadlines are absolute. Extensions are not possible under any circumstances.)

**For information on inserts,**

contact **Greg Cira**, **Motorcycle Product News**, Publisher,  
[gcira@babcox.com](mailto:gcira@babcox.com)  
Office phone: 330-670-1234, ext. 203

## ADVERTISING ORDERS/ MATERIALS

**Send all advertising orders/confirmations to:**

Kelly McAleese – Advertising Services

**Motorcycle Product News**  
3550 Embassy Parkway  
Akron, OH 44333-8318

(330) 670-1234 ext. 284  
[kmcaleese@babcox.com](mailto:kmcaleese@babcox.com)  
Fax: (330) 670-0874

**Preprinted inserts must be sent directly to:**

**SEMA Show Daily**  
Advertising Services  
1575 S. Valley Vista Dr.  
Diamond Bar, CA 91765

(909) 396-0289  
Fax: (909) 860-0184