

SEMA SHOW 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 **BodyShop Business**, the official host publisher of the *Collision Repair and Refinish* 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!*

BodyShop Business is offering *special advertising opportunities* and rates to all *Collision Repair and Refinish* section exhibitors designed to *maximize your exposure* prior to and during the 2011 SEMA Show. And, **BodyShop Business** 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 **BodyShop Business's** October 2011 issue will receive special rate discounts for the **SEMA Show Daily** – save thousands!

Advertisers: In addition to your ad in **BodyShop Business'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 Scott Shriber, BodyShop Business publisher, at 330-670-1234 ext. 229 or sshriber@babcox.com

ADVERTISING ORDERS/ MATERIALS

Send all advertising orders/confirmations to:

Kelly McAleese – Advertising Services

BodyShop Business
3550 Embassy Parkway
Akron, OH 44333-8318

(330) 670-1234 ext. 284
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