

2004 MEDIA GUIDE:
SEMA *SHOW*
DAILY



SEMA
SHOW
2004

November 2-5, 2004
Las Vegas Convention Center
Las Vegas, Nevada USA

www.SEMAShow.com

A show customized to the way you do business.



Business Solutions



Car Care & Accessories



Mobile Electronics & Technology



OEM
Original Equipment Manufacturer



Performance Parts



Tools & Diagnostic



Restoration/Restorations



Styling & Accessories Center



Hot Rod/Hot Rods



Job & Equipment



Parts, OEM & OEM Aftersales



Performance Parts & Wheels

SEMA SHOW

DAILY

- **SEMA Show Daily** is the official daily newspaper of the **Specialty Equipment Market Association's SEMA Show 2004** 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 exhibitors and attendees three weeks prior to the **SEMA Show 2004**, and 10,000 copies of subsequent issues will be distributed at key locations during the Show each day.

SEMA SHOW

DAILY

SECTION ADVERTISING AVAILABILITY

- * Biz Service Section Exhibitors
- * Restoration Section Exhibitors
- * Tools & Equipment Exhibitors



SEMA SHOW

DAILY

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 2004** buyers and exhibitors.
- **SEMA Show Daily** editions will be distributed:

Opening Day Issue: (10K copies)	Tues.	Nov. 2
First Live Issue: (10K copies)	Wed.	Nov. 3
Second Live Issue: (10K copies)	Thurs.	Nov. 4



EDITORIAL FEATURES

- **SEMA SHOW Daily** advertisers have the opportunity to submit company/product news features that are related to the SEMA Show 2004. 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 advertisers requests.

- **PRE-SHOW EDITORIAL CONSIDERATION**
Material submission deadline: **Monday, August 2nd.**
- **ON-SITE EDITORIAL CONSIDERATION**
Material submission deadline: **Wed., September 17th.**



GOLD ADVERTISING PACKAGE:

(4) Page 4/C ads

(1 ad to appear in each of the 4 SEMA SHOW DAILY'S)

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 DAILY'S)

Total Cost: \$4,250/Net



AD SPECIFICATIONS:
(ALL ADS ARE NON BLEED!)

Full Page 9 ¾" x 13"

Half Page

Horizontal 9 ¾" X 6 ¼"

Half Page

Vertical 13" x 4 ¾"



AD MATERIAL DEADLINES

PRE-SHOW MATERIALS DUE:

AUGUST 02, 2004

**ON SITE EDITION MATERIALS
DUE:**

SEPTEMBER 17, 2004

AD SHIPPING INFO:

Send to: showads@sema.org
SEMA SHOW DAILY/Juanita Garner
1575 S. Valley Vista Dr
Diamond Bar, Ca 91765
909.396.0289 x 153



AD AGREEMENT

Total Sponsorship Fee of _____\$/Net.
(Due with order or before September 1st, 2004) 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 2004 Ad Agreement**” for the _____
Package.

Authorized Signature _____ Date _____
Accepted by _____ Date _____
Peter MacGillivray, **SEMA** VP Marketing & Sales

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/ Juanita Garner, 1575 S. Valley Vista Dr., Diamond Bar, CA 91765, Fax 909.396.4981

QUESTIONS? Contact Joe Sebergandio @ MOTOR MEDIA INC. 818.649.7867 or
joe@motormediainc.com



CALL TODAY!!!

For more information,
or to reserve your
advertising space contact:

MOTOR MEDIA, INC.

Joe Sebergandio

818.649.7867 / tel.

joe@motormediainc.com