

ADVERTISING SALES OFFICE

Please send all advertising materials and direct all advertising inquiries, media kit requests and insertion orders/confirmations to:

MEMA
 Attn: FOCUS Advertising
 PO Box 13966
 Research Triangle Park, NC 27709-3966
 919-406-8811
 919-549-4824 fax
 media@mema.org e-mail

ABOUT MEMA

The Motor & Equipment Manufacturers Association (MEMA) exclusively serves the aftermarket and original equipment automotive and heavy duty manufacturing industry.

Visit our Web site at www.mema.org, or learn more about our individual market segment associations:

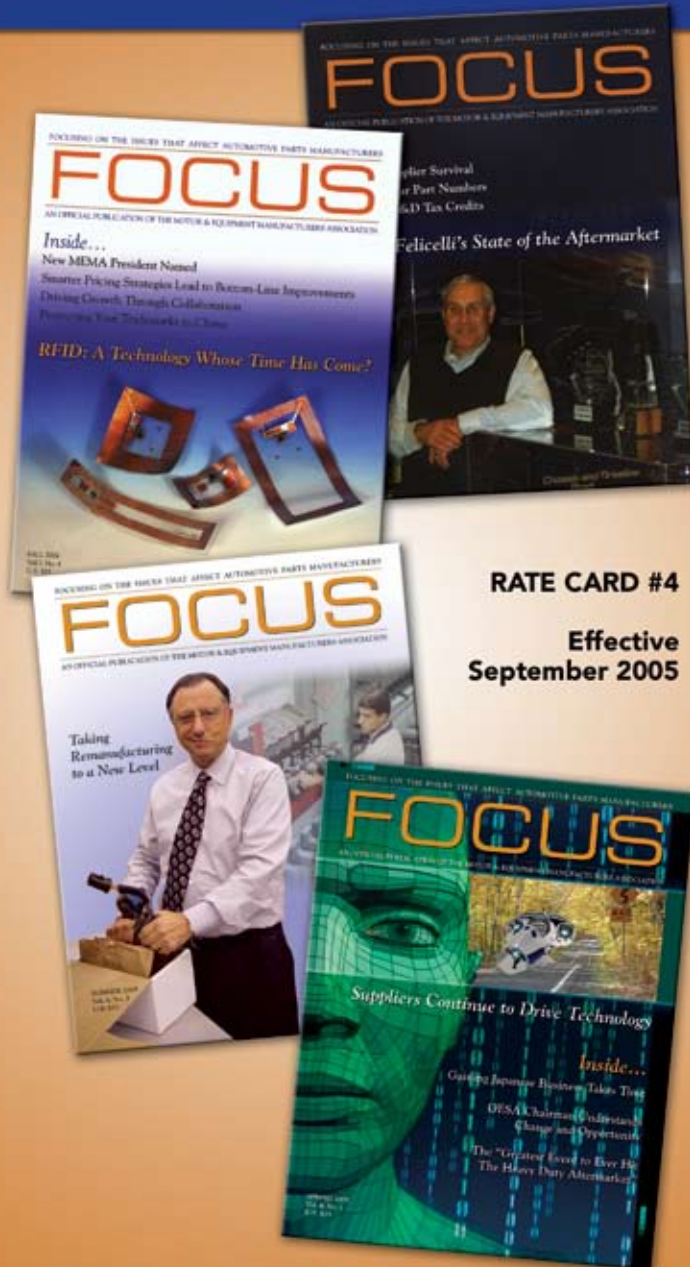
Automotive Aftermarket Suppliers Association (AASA) – www.aftermarketsuppliers.org

Heavy Duty Manufacturers Association (HDMA) www.hdma.org

Original Equipment Suppliers Association (OESA) www.oesa.org



FOCUS



RATE CARD #4
Effective
September 2005

**The Magazine of Trends, Insights,
 and Best Practices that Focuses on
 Issues Concerning Motor Vehicle
 Product Manufacturers**

EDITORIAL PREMISE

FOCUS, published by the Motor & Equipment Manufacturers Association (MEMA), offers automotive supplier executives news analysis and practical information on industry trends affecting the motor vehicle products manufacturing industry.

FOCUS offers readers the latest information and insight on new developments and critical issues in the automotive OE, aftermarket and heavy duty market segments.

DISTRIBUTION

FOCUS is published quarterly and is a benefit of MEMA membership and distributed at no charge to members of MEMA's three market segment associations: The Automotive Aftermarket Suppliers Association (AASA), the Heavy Duty Manufacturers Association (HDMA), and the Original Equipment Suppliers Association (OESA). Media and industry analysts also receive FOCUS. Nonmembers can subscribe to FOCUS for an annual charge of \$60.

ADVERTISING RATES

Ad Unit	FREQUENCY		
	1x	4x	8x
Page	\$2000/\$2500	\$1850/\$2350	\$1500/\$2000
1/2-page	\$1200/\$1600	\$1000/\$1400	\$850/\$1250
1/3-page	\$795/\$1095	\$675/\$975	\$575/\$875
1/4-page	\$600/\$850	\$500/\$750	\$400/\$650

Premium Positions	Rates are member/nonmember	
	1x	4x
Cover 4** (back cover)	\$2700/\$3500	\$2200/\$3000
Cover 2* (inside front)	\$2400/\$3000	\$2000/\$2600
Cover 3* (inside back)	\$2200/\$2700	\$1900/\$2400

** Cover 4 position in four-color only
 * Add color cost to prices listed.

Bleeds and use of 4-color: No extra charge!

SPECIAL POSITIONS

Consult advertising sales office for availability.

INSERTS

Advertiser supplies inserts completed, printed and ready for binding in sufficient quantity. A sample must be supplied to publisher 45 days prior to publication. Consult advertising manager for quantities and specifications. Inserts are billed as follows:

2-PAGE INSERTS

2 times the earned black-and-white rate, plus a commissionable \$750 bind-in fee.

4-PAGE INSERTS

3 times the earned black-and-white rate, plus a commissionable \$750 bind-in fee.

BUSINESS REPLY CARDS

1 time the earned black-and-white rate, plus a commissionable \$750 bind-in fee.

Special arrangements must be made for inserts not adhered to spine of magazine by saddlestitch or glue.

Bind-in postcards must be at least 4 inches by 9 inches, including the 3.5 inch lip measuring from magazine spine. Stock must be at least 65# cover and not heavier than 80#. Cards should be folded, not flat. Perforation, if desired, should be within a 4-inch dimension of card.

Non-postcard inserts must have a 3.5 inch binding lip and a 3/16 inch head trim. Keep live matter 1/4 inch from final trim. Untrimmed insert size: 8 3/8 by 11 3/16 inches. A copy of insert must be supplied to MEMA by ad material due date.

SPACE RESERVATIONS - 2005/2006

Issue Date	Ad closing	Ad Material Due
Fall 2005	November 7	November 18
Winter 2006	February 1	February 10
Spring 2006	May 12	May 23
Summer 2006	August 11	August 21
Fall 2006	November 7	November 17

Insertion orders must be received on space closing date by advertising director to guarantee space reservation. Verbal reservations cannot be accepted as final.

ADVERTISING TERMS

Member Discount: Advertisers receive the discount if they are a member in good standing with any of MEMA's market segment associations - AASA, HDMA, and OESA

In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable. Delinquent accounts are subject to contract cancellation, prepayment requirements or exclusion from future MEMA business transactions.

Insertion orders must be received by MEMA by closing date to guarantee ad placement.

Insertion instructions must be supplied for each advertisement and must clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (specific tagline, visual element), plus any special instructions such as PMS color, color build, bleed, pick-up from last issue, etc.

Publisher reserves the right to insert the word "advertisement" on any insertion that is not clearly non-editorial material.

Publisher reserves the right to give better position than specified in the order, at no increase in rate.

Advertisers assume liability of all content of advertisements and claims arising from or made against publisher.

Publisher reserves the right to refuse advertising not in keeping with publication standards.

Publisher may change conditions, not rates, without notice.

Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

PRODUCTION REQUIREMENTS

PRINTING:

4-color process, offset. Saddlestitched.

TRIM SIZE:

8 1/2 x 11 inches. Keep live matter 1/4 inch from final trim. Allow 1/8 inch gutter trim for perfect bound.

TYPE PAGE:

7 1/2 x 10 inches.

BLEEDS:

If ad is a full-page bleed, extend image area 1/8 inch past trim size. Bleed requests must be specific on insertion order.

SCREENS:

133 line preferred. Total printing tone value should not exceed 240 percent.

ADVERTISEMENTS:

May be submitted as a print quality PDF or a 300dpi TIF file created in any of the following software packages:

PageMaker, InDesign or Quark (Mac or PC)
Photoshop

All advertisements submitted on disk must include fonts and linked art and also be accompanied by a color print copy.

NEGATIVES:

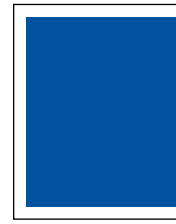
Provide to size (see specifications), right reading emulsion side down or camera-ready velox or scotch print. All 4-color ads must be accompanied by a chromaline or matchprint.

Composite negatives for color and black-and-white, one piece of film per color. Film must be clearly marked indicating PMS or build. All film must have registration marks. Black-and-white proof should accompany film for black-and-white ads.

Electronic files are preferred. Any film work or alterations required will be billed at prevailing industry rates.

Materials will be stored by publisher for 12 months after the most recent use and then destroyed, unless written instructions are received otherwise.

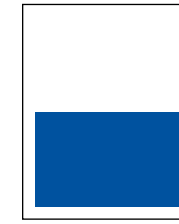
AD DIMENSIONS



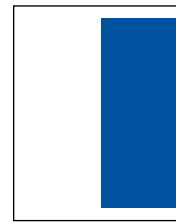
Full page non bleed
7 1/2 x 10"



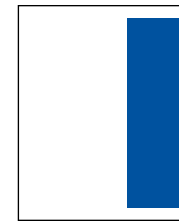
Full page bleed
8 3/4 x 11 1/4"



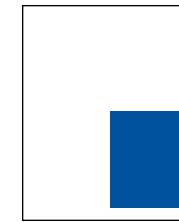
1/2 page horizontal
7 1/2 x 5"



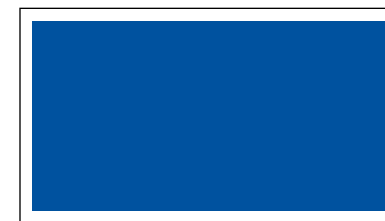
1/2 page vertical
3 3/4 x 10"



1/3 page vertical
2 1/2 x 10"



1/4 page
3 3/4 x 5"



Spread 2-units non bleed
16 x 10"



Spread 2-units bleed
17 1/4 x 11 1/4"

RATE ACCOUNTING

TERMS:

10 days from date of invoice. Frequency discounts are based upon the number of insertions within a 12-month period.

SHORT RATES:

Advertising will be short-rated if, within a 12-month period from the first insertion, advertisers do not use the amount of space upon which their billings have been based.

REBATES:

Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional space to warrant a lower rate. Rebate will be deducted from the final billing.

CANCELLATION:

A contract (except for covers and preferred and specified positions) may be canceled on 30 days' written notice and the rate will be adjusted to reflect the actual number of insertions. An \$850 cancellation fee will be charged for cancellations received after the closing dates stated in the rate card.

AGENCY COMMISSION

15 percent of gross billing allowed to recognized agencies on space, color and position only if account is paid within 30 days. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable.