



2008 Sponsorship Rate Card

Reach an elite audience of senior OE executives...
Sponsor OESA News

The "OESA News" is a monthly publication that updates members on activities of the Original Equipment Suppliers Association (OESA), with timely, action-oriented information on issues affecting the industry. As a sponsor, your company message will reach an audience of:

- More than 6,000 electronic readers
- More than 600 hard copy readers
- Decision makers at automotive supplier companies
- Extensive electronic distribution within member companies
- Suppliers from Intranet Web site postings
- Senior executive readers outside OESA membership
- Vehicle manufacturers, media, academia and general public, viewing the OESA Web site – <http://www.oesa.org>

Included in the sponsorship package:

- **Single, full-page advertisement:** 8 ½" by 11" ad on page three of the print publication
- **Web banner advertisement:** appears on <http://www.oesa.org> under publications section with the sponsoring issue newsletter articles. This banner advertisement will link directly to your home page, unless another Web address is provided to OESA at time of sponsor commitment.
- **Electronic distribution banner advertisement:** Sponsor banner ad to appear in electronic distribution of "OESA News" with link
- **Cover logo placement:** sponsor recognition on the front cover with your company logo under the table of contents.
- **20 hard copies of the newsletter**

The price of sponsorship for one monthly issue: \$5,000

About OESA:

The Original Equipment Suppliers Association was formed in 1998 to serve the interests of the automotive OE supplier industry. OESA provides a forum to address issues of common interest, serve as a resource, promote the industry and serve as a positive change agent and voice for the industry. OESA represents nearly 400 automotive suppliers with global automotive sales of \$300 billion.

For more information contact Brenna Putman at 248.952.6401 ext. 226 or bputman@oesa.org.



2008 Sponsorship Agreement

Contact Person: Mr. Mrs. Ms. _____

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number: _____ e-Mail: _____

1. We wish to sponsor the following issues of OESA News in 2008:

- | | | |
|--------------------------------|-------------------------------|--------------------------------|
| <input type="checkbox"/> Jan. | <input type="checkbox"/> Feb. | <input type="checkbox"/> March |
| <input type="checkbox"/> April | <input type="checkbox"/> May | <input type="checkbox"/> June |
| <input type="checkbox"/> July | <input type="checkbox"/> Aug. | <input type="checkbox"/> Sept. |
| <input type="checkbox"/> Oct. | <input type="checkbox"/> Nov. | <input type="checkbox"/> Dec. |

2. Sponsor receives 20 copies of sponsored newsletter. Additional copies are \$2.00 each:

Send our company _____ additional copies at \$2.00 each. Total \$ _____

3. Totals:

- Sponsorship fee per month: \$5,000: \$ _____
- Additional copies @ \$2.00: \$ _____
- Total Due:** \$ _____

4. Method of payment (select one):

- Attached P.O.
- OESA to issue invoice
- Attached is a check for: \$ _____
- VISA -or- MasterCard -or- American Express

Card Number: _____ Exp. Date: ____/____/____

Print Cardholder Name: _____

Signature: _____

Mail completed order form with an enclosed check,
or fax completed form with credit card payment, to 248.952.6404.