



10th Anniversary Edition

2008 - 2009 OESA Industry Report

Rate Card

The 2008-2009 “OESA Industry Report” offers an opportunity to reach and influence parts suppliers and key decision makers in North America. This industry trade journal provides information on industry trends and statistics, North American production, top global parts suppliers, an outlook for OE parts manufacturers, OEM purchasing directory, OEM engineering directory, OEM platform decoder and an OESA member directory. Listed below are unique benefits of advertising in the “OESA Industry Report” and how doing so will have maximum impact for your company. Advertising opportunities are limited; reserve space soon.

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 over 380 automotive suppliers with global automotive sales of more than \$300 billion.

Advertising Benefits:

- More than 1,000 senior level executives in OE parts manufacturing
- More than 2,000 copies distributed
- Long shelf life -- statistics are used by members month-after-month
- Published in early fall during budgeting
- Special supplier industry section and a listing of OE purchasing executives
- Company logo placement and company contact information is listed in the table of contents
- Guarantee competitors will not be placed together
- Sponsors will receive 20 free copies to use as a marketing tool

Advertising Opportunities:

Premium Locations

Opposite Table of Contents	(SOLD)
Opposite Presidents Letter	(SOLD)
Inside Back Cover	\$5,000
Back Cover	\$6,000

Inside Location:

Full-page Ad	\$3,500
Two-page Layout Ad	\$6,000
Half-page Ad	\$2,500



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Contact Person: Mr. Mrs. Ms. _____

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip _____

Code: _____

Telephone Number: (____)____-____ e-Mail: _____

1. 2008-2009 “OESA Industry Report” Advertising Opportunities:

Premium Locations

- Opposite Table of Contents (SOLD)
- Opposite Presidents letter (SOLD)
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2. Advertisers receive 20 copies of the 2008-2009 “OESA Industry Report”

Send ___ additional copies at \$25 each.

Total: \$ _____

3. Advertising Total:

Item #1 - Advertising fee: \$ _____

Item #2 - Additional copies -- \$25 per copy: \$ _____

Total Due: \$ _____

4. Method of payment (select one):

Attached Purchase Order Attached is a check for: \$ _____

VISA -or- MasterCard -or- American Express

Card Number: _____ Exp. Date: _____ / _____

Print Cardholder's Name: _____

Signature: _____

5. Mail completed advertising agreement with payment or fax completed form with credit card payment to OESA.

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



10th Anniversary Edition 2008 - 2009 OESA Industry Report Ad Specification Sheet

Ad Sizes:

Trim Size 8.5" x 11"
Full Page with bleed 8.75" x 11.25"
Half Page 7.75" x 5"

Logo and Company Description:

Color or black/white
EPS or TIF format

The company information listed on the attached form will be used in the company description that appears with the Table of Contents unless specified otherwise.

Transport Media:

zip disk or cd – **PROVIDE A COLOR PROOF**

File Formats:

QXD, TIF, EPS, or High Resolution PDF

Material:

Supply as digital files in MAC format. QuarkXpress, Adobe Photoshop, or Adobe Illustrator. Digital files must include all fonts, images, pdf and color proofs. Images must be at 300 dpi resolution in CMYK for color and grayscale for black and white.

Submission Information:

Submit ad by mail or e-mail to:
Jeff Laskowski
Manager of Marketing
OESA
1301 W. Long Lake Road, Suite 225
Troy, Mich. 48098-6328
jlaskowski@oesa.org

All ads must be received no later than Wednesday, July 5, 2008