

APRA 2011-2012 Membership Directory

The Industry Standard That Reaches Your Target Market Day After Day!

Advertising your products and services in the APRA 2011-2012 Membership Directory is an important adjunct to your marketing program.

The APRA 2011-2012 Membership Directory

will provide a highly targeted audience and give you the competitive edge you need to realize continued business growth. It will keep your company before them year-round! Tightening the budget in this challenging economy means you need to use your marketing dollars in the most effective way.

The APRA 2011-2012 Membership Directory will be published in June and distributed to our membership who keep and refer to the Directory all year long. As a desk reference, it has an intrinsic benefit of running a daily ad for a year.



The APRA 2011-2012 Membership Directory is a powerful cost-effective vehicle that reaches the largest group of potential buyers nationally and internationally, advising them of your products and services at less than the cost of direct mail.

The APRA 2011-2012 Membership Directory offers an unprecedented opportunity to companies like yours, that provide vital products and services to the remanufacturing industry. By placing a display advertisement in the APRA 2011-2012 Membership Directory can support and optimize your organization's exposure to your target market day after day for an entire year.

The APRA 2011-2012 Membership Directory provides the most comprehensive individual listing of rebuilders and related industries in the remanufacturing category. Listings include member references by location, category of sale, specific services and specialties. The Membership Directory is distributed as a member benefit to all APRA members nationally and internationally.

The APRA 2011-2012 Membership Directory

is an invaluable tool for remanufacturing professionals. Copies of the publication are distributed to all APRA Members assuring maximum exposure to your target market, a group that represents the largest concentration of buying power in our category today.

Please contact me regarding any questions.

**I can be reached at: 203-288-1234 ▪ 203-281-0316 Fax ▪ Email: spector@buyreman.com
Since we may have a time difference, my home number is: 203-288-1816 ▪ Cell: 203-640-0535**

Thank you for your consideration and continued support.

Sincerely,

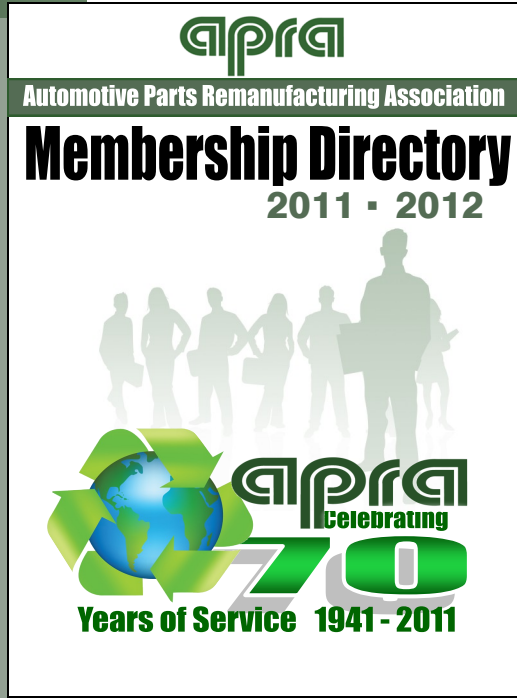
Morris Spector

APRA Director of Marketing & Advertising

APRA Membership Directory

Automotive Parts
Remanufacturers Association

The 2011-2012 APRA Membership Directory of the Automotive Parts Remanufacturers Association delivers your message to your targeted readership year-long. It is the industry standard that delivers sales and contacts.



By providing a highly targeted audience, **APRA's Membership Directory** will give you the competitive edge you need to realize continued business growth.

Our members keep and refer to their Membership Directory all year long. It has an intrinsic benefit of running a monthly ad for a

To advertise in this publication, you must have paid your 2011 Annual Membership Dues. If you are unsure if your company is a current member, please contact APRA's Membership Department at 703-968-2772 ext. 105 or e-mail giroux@buyreman.com

APRA Membership Directory

Automotive Parts
Remanufacturers Association

***The Industry Standard
That Reaches Your Target Market
Year-Long!***



APRA Membership Directory Media Kit 2011-2012



Membership Directory

Advertising Contract & Insertion Order

Company Name		Contact Person	
Mail Address			
City		State	Province
Country		Zip/Postal Code	
Telephone		Fax	
E-Mail			

BILL	<input type="checkbox"/> Advertiser	<input type="checkbox"/> Agency	CHECK ALL PERTINENT BOXES		
SIZE	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/4 Page	
SHAPE	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical			
SPECIAL POSITION	<input type="checkbox"/> Back Cover	<input type="checkbox"/> Inside Front Cover		<input type="checkbox"/> Inside Back Cover	
COLOR	<input type="checkbox"/> Black	<input type="checkbox"/> 2 Color (Blk + Color)		<input type="checkbox"/> 4 Color Process CMYK	

ADVERTISING RATES		
POSITION	SIZE	RATE
Back Cover 4 Color	7¼ x 9⅞"	\$3500
Inside Front Cover 4 Color	7¼ x 9⅞"	\$2700
Inside Back Cover 4 Color	7¼ x 9⅞"	\$2400
Full Page 4 Color	7¼ x 9⅞"	\$1600
Full Page	7¼ x 9⅞"	\$1000
1/2 Page Horizontal	7¼ x 5"	\$750
1/2 Page Vertical	3½ x 9⅞"	\$750
1/4 Page	3¼ x 4½"	\$600

PAYMENT METHOD	
Paid by: <input type="checkbox"/> Check (payable to APRA in US funds)	
Charge my:	<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AmEx
Card Number	
Expiration Date	
Print Cardholder's Name	

TOTAL COST OF ADVERTISEMENT:



\$



AUTHORIZED SIGNATURE	
TITLE	DATE

RETURN TO APRA

Morris Spector, Director of Marketing & Advertising
 Automotive Parts Remanufacturers Association
 4215 Lafayette Center Drive, Suite 3
 Chantilly, VA 20151-1243
 Phone (203) 288-1234 Fax (203) 281-0316



Membership Directory

Rates & Specifications

APRA's Membership Directory is a powerful tool listing all APRA members and their product lines, contact information and other pertinent data. The Membership Directory is used throughout the year as a Desk Reference when members are ready to do business.

CLOSING DATE

All camera-ready art is due at APRA Headquarters **no later than JUNE 1, 2011**

MATERIALS

Electronic files: Include all supporting files. Preferred file format is "press/print optimized" Adobe Acrobat PDF. The secondary file formats are (.eps), (.ps) and (.tiff). ALL IMAGES AND FONTS MUST BE EMBEDDED.

- For files over 1 meg, compress using WinZip (<http://www.winzip.com>)
- E-mail to Kirsten Kase at kase@buyreman.com

Film negatives: Offset, right reading, emulsion down. Line screen for supplied film is 133 with a maximum screen value is 150.

Color ads: CMYK only. All RGB, Lab or Pantone images must be converted to CMYK.

Resolution: 300 dpi for halftones. 300 dpi for 4/C. Resolution should equal two times the line screen when scanning: 150 lpi = 300 dpi

Non-bleeds: All live material should comply with the appropriate ad dimensions. Artwork not meeting the stated dimensions will be trimmed to fit. APRA is not responsible for type affected by final trim.

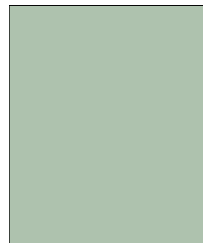
Bleeds (full page and covers only): Final trim size is 8-1/4" x 10-7/8". For advertisers interested in full page bleed ads, camera ready art or negatives should be submitted at 8-3/4" x 11-3/8" to account for a 1/4" bleed edge on each side. Art work submitted larger will be trimmed to the final size. APRA is not responsible for type affected by final trim size.

Special Note: For advertisers placing an ad on the inside front, inside back or outside back cover, full bleeds are allowed. Add a 1/4" to each side of the 8-1/4" x 10-7/8" cover for bleed edges. Please note final trim size for design.

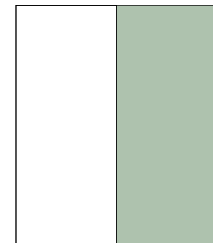
- Artwork must be .camera-ready.. What you provide is what will be printed. NO FAXED ARTWORK ACCEPTED.

ADVERTISING RATES

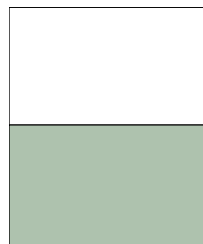
POSITION	SIZE	RATE
Back Cover 4 Color	7 1/4 x 9 7/8"	\$3500
Inside Front Cover 4 Color	7 1/4 x 9 7/8"	\$2700
Inside Back Cover 4 Color	7 1/4 x 9 7/8"	\$2400
Full Page 4 Color	7 1/4 x 9 7/8"	\$1600
Full Page	7 1/4 x 9 7/8"	\$1000
1/2 Page Horizontal	7 1/4 x 5"	\$750
1/2 Page Vertical	3 1/2 x 9 7/8"	\$750
1/4 Page	3 1/4 x 4 1/2"	\$600



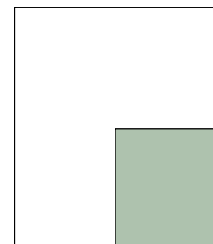
Full Page
7 1/4 x 9 7/8"



1/2 Page Vertical Only
3 1/2 x 9 7/8"



1/2 Page
7 1/4 x 5"



1/4 Page
3 1/4 x 4 1/2"



SHIPPING INSTRUCTIONS & QUESTIONS

Space orders, ads, questions should be addressed to:
Morris Spector, Director of Marketing & Advertising
Automotive Parts Remanufacturers Association
4215 Lafayette Center Drive, Suite 3
Chantilly, VA 20151-1243
Phone (203) 288-1234 Fax (203) 281-0316
Email: spector@buyreman.com



2011-2012 Membership Directory

LISTING FORM

Company Name	
Contact Person	
Mail Address	
City	Zip/Postal Code
State	Province
Country	
Telephone	Fax
E-Mail	Web Site:

LIST YOUR PRODUCTS & SERVICES

Complete and return to APRA, 4215 Lafayette Center Drive, Suite 3, Chantilly, VA 20151-2223 or FAX to: 703-968-2878

SAMPLE LISTING TYPES - CHECK LISTING TYPE WANTED

STANDARD LISTING
<p>Widget Manufacturing, Inc. 4215 Success Drive Everywhere, VA USA 20151 Sales: Bill Widget Brakes, Calipers, Master Cylinders, ABS, Boots, Drums, Pads, Linings (800) 123-4567 (800) 123-4567 FAX E-Mail: bill@widget.com Web: www.widget.com</p> <p><input type="checkbox"/> FREE</p>

BOLD LISTING
<p>Widget Manufacturing, Inc. 4215 Success Drive Everywhere, VA USA 20151 Sales: Bill Widget Brakes, Calipers, Master Cylinders, ABS, Boots, Drums, Pads, Linings (800) 123-4567 (800) 123-4567 FAX E-Mail: bill@widget.com Web: www.widget.com</p> <p><input type="checkbox"/> RATE: \$125</p>

BOLD LISTING W/LOGO
<p>WIDGET Widget Manufacturing, Inc. 4215 Success Drive Everywhere, VA USA 20151 Sales: Bill Widget Brakes, Calipers, Master Cylinders, ABS, Boots, Drums, Pads, Linings (800) 123-4567 (800) 123-4567 FAX E-Mail: bill@widget.com Web: www.widget.com</p> <p><input type="checkbox"/> RATE: \$275</p>

NOTE:

Logos should be sent in .JPG or .TIFF format: 300 dpi minimum. No larger than 2" wide and 1" in height. Black & White only.

QUESTIONS?

Morris Spector

Director of Marketing & Advertising



PAYMENT METHOD	
Paid by: <input type="checkbox"/> Check (payable to APRA in US funds)	
Charge my:	<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AmEx
Card Number	
Expiration Date	
PRINT Name	

TOTAL COST OF LISTING →

\$	
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AUTHORIZED SIGNATURE

TITLE	DATE
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