



THE BIG R SHOW GUIDE

Las Vegas
Hilton

*The APRA Big R Show Guide
is the official guide of the
International Big R Show
in Las Vegas*

October 29 - 31



The International BIG R Show is the Automotive Parts Remanufacturers Association's Solution Marketplace, connecting the trade to the products, services, venues and ideas that make your automotive or truck parts remanufacturing business successful.

The International Big R Show Guide

is a comprehensive guide of all the show exhibitors and their product lines. It includes a program of all show related

activities and is distributed on-site at the International Big R Show."

A companion piece — The Source — is included with the Special Big R Show September & October Issues of the Global Connection prior to the Big R show. It functions as a preview guide, mailed to show attendees and members of the rebuilding industry to promote sales opportunities to exhibitors prior to the show.

The Big R Show Guide

To advertise in this publication, you must be exhibiting at the 2011 International Big R Show at the Las Vegas Hilton in Las Vegas, Nevada on October 29 — 31.

For information on: Advertising please contact:
Morris Spector, Director of Marketing & Advertising
at 203-288-1234 or by eMail to: spector@buyreman.com



MEDIA KIT 2011



Big R Show Guide

Listing Options

Here's an opportunity to upgrade your **FREE** listing in the 2011 Source and Show Guide by either using a **bold typeface**, adding your company logo, or doing both.

DEADLINE: AUGUST 26, 2011

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

STANDARD FREE LISTING

Automotive Parts Remanufacturers Association
 4215 Lafayette Center, Suite 3
 Chantilly, VA 20151-1243
 William C. Gager, President
 Code: Trade association of the automotive parts remanufacturing industry.
 (703) 968-2772
 FAX: (703) 968-2878
 eMail: gager@BuyReman.com

SAMPLE LISTINGS

BOLD STANDARD LISTING WITH LOGO



Automotive Parts Remanufacturers Association
 4215 Lafayette Center, Suite 3
 Chantilly, VA 20151-1243
 William C. Gager, President
 Code: Trade association of the automotive parts remanufacturing industry.
 (703) 968-2772
 FAX: (703) 968-2878
 eMail: gager@BuyReman.com
 Website: www.apra.org

LISTING RATES

BOLD Standard Listing	\$100
BOLD Standard Listing WITH LOGO	\$200
Standard Listing	FREE

INSTRUCTIONS & QUESTIONS

Space orders, ads, questions should be addressed to:
 Morris Spector,
 Director of Marketing & Advertising
 Automotive Parts Remanufacturers Association
 Phone (203) 288-1234 Fax (203) 281-0316
 Email: spector@buyreman.com

PAYMENT METHOD

Paid by: Check (payable to APRA in US funds)

Charge my: Visa MC Discover

Card Number

Expiration Date

Signature



Big R Show Guide

Rates & Specifications

The Big R Show Guide is a powerful tool listing all 2011. International Big R Show. exhibitors along with their product lines, contact information and other pertinent data. *The Source* functions as a preview guide, sent out to show attendees and members of the rebuilding industry. It is used in preparation to conduct business at the International Big R Show. The *Show Guide* is a comprehensive guide of all the show exhibitors and a program of all show related activities and is distributed at the International Big R Show.

CLOSING DATE

All advertisements are due no later than **September 30, 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.**
- . For an additional \$75 per hour we will lay out your ad.

ADVERTISING RATES

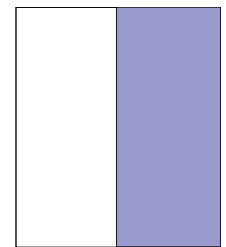
POSITION	SIZE	RATE
Back Cover 4 Color	7¼ x 9⅞"	\$3750
Inside Front Cover 4 Color	7¼ x 9⅞"	\$3000
Inside Back Cover 4 Color	7¼ x 9⅞"	\$3000
Full Page 4 Color	7¼ x 9⅞"	\$2000
Full Page	7¼ x 9⅞"	\$1200
1/2 Page Horizontal	7¼ x 5"	\$850
1/2 Page Vertical	3½ x 9⅞"	\$850
1/4 Page	3¼ x 4½"	\$650

SHIPPING INSTRUCTIONS & QUESTIONS

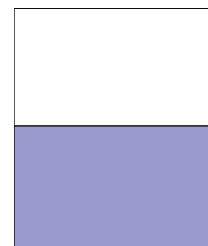
Space orders, ads, questions should be addressed to:
 Morris Spector, Director of Marketing & Advertising
 Automotive Parts Remanufacturers Association
 Phone (203) 288-1234 Fax (203) 281-0316
 Email: spector@buyreman.com



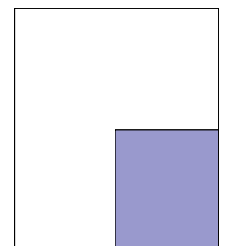
Full Page
7¼ x 9⅞"



1/2 Page Vertical Only
3½ x 9⅞"



1/2 Page
7¼ x 5"



1/4 Page
3¼ x 4½"



Big R Show Guide

Advertising Contract & Insertion Order

Company:	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			

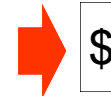
ADVERTISING RATES

Back Cover 4 Color	7¼ x 9⅞"	\$3750
Inside Front Cover 4 Color	7¼ x 9⅞"	\$3000
Inside Back Cover 4 Color	7¼ x 9⅞"	\$3000
Full Page 4 Color	7¼ x 9⅞"	\$2000
Full Page	7¼ x 9⅞"	\$1200
1/2 Page Horizontal	7¼ x 5"	\$850
1/2 Page Vertical	3½ x 9⅞"	\$850
1/4 Page	3¼ x 4½"	\$650

PAYMENT METHOD

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

TOTAL COST OF ADVERTISEMENT:



\$

RETURN TO APRA

Morris Spector, Director of Marketing & Advertising
 Automotive Parts Remanufacturers Association
 P.O. Box 6132, Hamden, CT 06517
 Phone (203) 288-1234 Fax (203) 281-0316
 Email: spector@buyreman.com

AUTHORIZED SIGNATURE

TITLE

DATE

MEDIA KIT 2011



"Hitting Your Target Market is a Winner with these Two Big R Show Special Issues"

Making every dollar count by bringing your name and services to your targeted prospects who will attend the show and read these **Special Big R Show September & October Issues**. This is critical to your investment that the right advertising venue is chosen. The Global Connection is the right choice and venue. It is the monthly trade paper that reaches 10,000 in your target market. As an added bonus, another 50,000 readers are contacted by pass-through readership. This pass-through is important to your sales outreach program since many of these individual readers have responsibilities that directly impact their company's buying program.

More Prospects = Greater Return

Advertising your ability to supply and service to this lucrative category in the APRA Global Connection will return more bang for your advertising dollar with its editorial policy of featuring specific Industry Categories of Sale; Industry News; Free New Product and Services Releases; Business Tips and Advice; Technical Tips and Articles on the latest parts and components — all written by hands-on people that are within the industry.

Due Diligence is our Mantra

Our circulation lists are continually monitored for new shops; mergers and sales, updating changes to keep our lists fresh. This research will ensure that your advertising dollar is maximized by reaching a viable target market every month.

Start Saving Now and Reach Your Prospects by Calling: 203-288-1234 or eMail: spector@buyreman.com To Place an Ad or for a 2011 Media Kit

For a Show Guide Media Kit: Download from www.apra.org under 'Advertising' listing.

FEATURING:
EXHIBITORS Showcasing Their Latest Products!

THREE SOLID DAYS OF SEMINARS & CLINICS ON:
ELECTRICAL
HD ELECTRICAL
AC, ELECTRONICS
MECHATRONICS
CLEANING CORES

The Industry Standard That Reaches Your Target Market Month after Month!