

Review all body engineering and manufacturing developments and events through upcoming “Body & Assembly International” 2011 articles

| | Articles on | Technology/Product & Process Guide |
|---|---|---|
| <p>Winter/Spring 2011</p> <p>January/February</p> <p>Ad Closing Dates</p> <p>Insertion Order: 12/20/2011</p> <p>Ad Material: 12/27/2011</p> | <p>Design/Engineering/Materials</p> <p>Vehicle Development</p> <p>Aerodynamics/NVH/</p> <p>Crashworthiness/Safety/CAE</p> <p>AFV Vehicle Development</p> <p>Regulatory Impacts</p> <p>Governmental Programs</p> | <p>Workholding/Toolholding</p> <p>Assembly/Joining/Fastening</p> <p>Equipment</p> <p>Forming/Fab Shop Tooling</p> <p>Material Handling/Robotics</p> <p>Laser/Paint/</p> <p>Finishing Equipment</p> |
| <p>Summer/Fall 2011</p> <p>April/May</p> <p>Ad Closing Dates</p> <p>Insertion Order: 3/10/2011</p> <p>Ad Material: 3/17/2011</p> | <p>Fab Shops/Body</p> <p>Shops/Manufacturing Systems/</p> <p>General Assembly/</p> <p>Paint Finishing Systems</p> <p>Die & CAD/CAM Technology</p> <p>Lead Time Reduction</p> | <p>Interiors/Safety Systems</p> <p>Welding/Blazing/Soldering</p> <p>Cutting Systems/Supplies</p> <p>Materials (Ferrous, Non-Ferrous)</p> <p>Test Equipment</p> |
| <p>Winter/Spring 2012</p> <p>January/February</p> <p>Ad Closing Dates</p> <p>Insertion Order: 1/19/2012</p> <p>Ad Material: 1/26/2012</p> | <p>Interior Design</p> <p>Ergonomics/Interior,</p> <p>Exterior Systems/</p> <p>Instrument Panel/Air Bags</p> <p>Seats</p> <p>Comfort</p> <p>Interior Materials</p> <p>Glass & Glazing</p> | <p>CAD/CAM/CAE Hardware,</p> <p>Software</p> <p>Analytical Prototyping/</p> <p>Virtual Reality</p> <p>Materials</p> <p>Test Equipment/Systems</p> <p>Quality Control</p> <p>New Body Hardware</p> <p>Body Electronics</p> |
| <p>Summer/Fall 2012</p> <p>Ad Closing Dates</p> <p>Insertion Order: 3/8/2012</p> <p>Ad Material: 3/15/2012</p> | <p>Global Vehicle Platform</p> <p>Vehicle Developments in</p> <p>Emerging Markets/</p> <p>Preview of Styling/Design Trends</p> <p>Autoshow Previews</p> | <p>Body & Assembly Systems-</p> <p>Buyers' Guide</p> |

80% Global OEM Product, Process and Purchase Decision Makers

| | | |
|----------------------|--------------|----------------|
| Adam Opel AG | Honda | PSA |
| AM General | Hyundai | Renault |
| Audi | Isuzu | Rover |
| Auto. Alliance Int'l | IVECO | Saab |
| Beijing Jeep | Jaguar | Samsung Motors |
| BMW | Kia | Saturn |
| China Nat. Auto. | Mack Trucks | Smart |
| Chinese Auto. Co. | Maybach | Subaru |
| Chrysler | Maruti | Thomas Buses |
| Daewoo Motors | Mazda | Toyota |
| Diamond Star | Mercedes | Vauxhall |
| Fiat | Mitsubishi | VAZ |
| First Auto. Works | NUMMI | VW |
| Ford | Nissan | Volvo |
| Ford Werke AG | Oshkosh | Western Star |
| Freightliner | Porsche | |
| General Motors | Premier Auto | |

A New Magazine for a New Era!

Body & Assembly International is a brand new magazine devoted exclusively to the needs of the automotive body community. It provides the most current information available on body design, engineering, materials, manufacturing, paint and finishing. It serves the global automotive body community by having:

- **A clear purpose**

To be the information tool for automotive engineers, managers, and executives

- **A specific focus**

On the automotive body and its assembly, from design to production

- **A comprehensive scope**

With a view that includes both local and global perspectives

Circulation

| | |
|--------------------|--------|
| Americas | 10,000 |
| Europe..... | 3,000 |
| Asia-Pacific | 2,000 |

Printing Materials

Order of preference for offset printing materials:

1. Negative film, right reading, emulsion side down.
(Film should not exceed 0.004" in thickness).
2. Positive film, right reading, emulsion side down.
3. Reproducing proofs, PMTs, stats or camera-ready art.

Screen

133-line screen is recommended for films.

Borders

Quarter and half page ads must have a border on all sides.

Live Area

Keep all essential typography and graphics 1/4" (6mm) from all time edges.

Ad Dimensions

| | |
|---------------------|-----------------|
| Full Page | 7 1/2" x 10" |
| 2/3 Page | 4 7/8" x 10" |
| 1/2 Page Island | 4 7/8" x 7 1/2" |
| 1/2 Page Horizontal | 4 7/8" x 7 1/2" |
| 1/2 Page Vertical | 3 5/8" x 10" |
| 1/3 Page Horizontal | 3 3/8" x 7 1/2" |
| 1/3 Page Vertical | 2 5/16" x 10" |
| 1/4 Page | 3 5/8" x 4 7/8" |

Trim Sizes

| | |
|------------|-------------------|
| Full Page | 8 1/2" x 11" |
| Bleed Size | 8 3/4" x 11 1/4" |
| Spread | 11 1/4" x 17 1/4" |

166 South Industrial, Saline, MI 48176, USA
Phone: 734.944.5850, Fax: 734.944.5840

Advertiser: _____

Address: _____

City: _____ State (Prov.): _____ Zip: _____

Country: _____

Contact: _____ Phone: _____ Fax: _____

Ad Agency: _____

Address: _____

City: _____ State (Prov.): _____ Zip: _____

Country: _____

Contact: _____ Phone: _____ Fax: _____

AD Specifications

Issue Date: _____ Ad Caption: _____

Size: _____ Color: _____

Special Request: _____

Production Information

Art Enclosed: _____

New Materials to Come (Date): _____

Pick Up From: _____

Production Request: _____

Invoicing Information

Frequency: _____ Rate Per Ad: _____

\$ Gross: _____ Agency Fee: _____ \$ Net: _____

Authorization By: _____ Accepted By: _____

Date: _____ Date: _____