

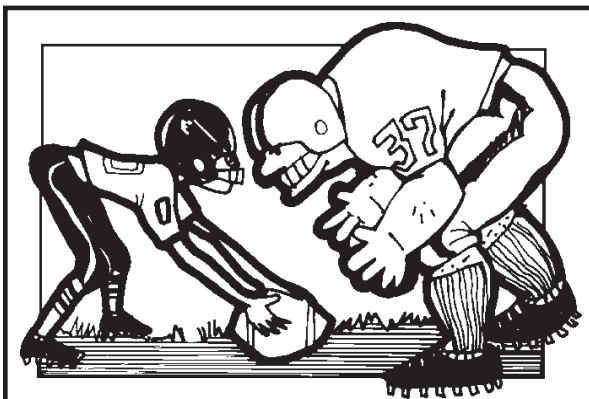


Here's news about the 2012 International Collision Parts Industry Suppliers Guide and Membership Roster! Deadline for ads is Friday, Feb. 24.

We're making it easy in 2012 for your company's display ad to be accommodated while keeping the prices down to a range which is even more comparable to previous directories. We know you'll be pleased with the results and the new-look *2012 International Collision Parts Industry Suppliers Guide & Membership Roster!* See the remaining pages on this ABPA website (www.autobpa.com) for

ad rates and space dimensions or call 800-323-5832 for more information.

Here is more good news! Display ads are re-priced, lower! Yes, we know about the sad economy. But we also know this book appears every two years and can you really afford not to be in the pages of the Suppliers Guide? So, we are making it easier for you. We are giving it to you with a rate cut in the 10 percent for this new Directory. That's because this economy is just not the best and we feel your pain. But as with exercise, no pain, no gain. And we do not want to see our vendors out of this new Directory which will have a shelf life easily of more than 18-20 months--way better than an entire year. That's because if you are a part of this industry, you know your company and its contribution to the overall welfare of independent aftermarket parts manufacturing and distribution is important. Regardless of whether you have one or 100 locations, you are an integral part of this industry and we are making allowances. With a fresh Directory ready for distribution in late March, in time for the Vancouver convention, we want the greatest representation of suppliers to the trade in the pages of the Directory. The new reduced ad rates follow. This is the size of the ad space for a full page. Best of all, this size ad can be transferred without additional production cost from the current Body Language publication. Be sure to reserve your space today!



As with any contest, size doesn't always assure guaranteed results. That's why advertising in the Annual Director can become the great equalizer! Stake your claim to a bigger voice today!

Note: This is a Full Page ad. This size costs \$660.00; 4/color included: In this edition, there is no charge for Spot color added, another savings!

'12 Membership Roster & International Suppliers Guide

To Reserve ad space, contact
Stan Rodman at
(800) 323-5832; Fax (281) 531-9411 or
e-mail: srodman1@sbcglobal.net
Send: Art, pictures and completed layouts to:
ABPA, 1510 Eldridge Pkwy, Suite 110-168
Houston, Tx., 77077

***The deadline for the advertisements will be
Friday, February 24!***

Quarter Page: This size costs \$170.00

Size: 3 & 3/4 inches wide by 4 & 7/8
inches deep



1/2 Page Vertical ad
This size costs \$330.00

Size: 3 & 3/4 inches wide by 9 & 7/8
inches deep

*Note: Those desiring more precise information
on the requirements of an ad size or the dpi
(dots per inch = 300, please go to the ABPA
website and pull up information on the Suppliers
Guide. The requirements are the same.*



Half Page Horizontal ad
This size costs \$330.00

Size: 7 & 3/4 inches wide by 4 & 7/8 inches deep

Directory ad sizes, all ads:

Trim size: 10 & 7/8th inches deep x 8 & 3/8th inches wide

Full page with border: 10" deep by 7.5" wide
Full page bleed: 11" deep by 8.5" wide

Half page with border: 4.75" deep x 7.5 wide
Half page bleed: 4.75" deep x 8.5" wide

Half page vertical ad: 10" deep x 3 & 9/16th" wide

Quarter page: 4 & 3/4th" deep x 3 & 9/16th wide

Dear Member and/or Advertiser:

Now's the time to make your space reservations for the next ABPA Suppliers Guide & Directory.

As we are in the mid-stages of preparation on the ABPA Directory, it would really be great to hear from you within the next couple of weeks if you want to repeat last edition's ad or want to run a totally new ad for 2012. Keep in mind that with the circulation of more than 2100 at a cost of \$650.00 for a full page, \$330.00 for a half page and \$166.00 for a quarter page, the ad gives your company a lot of mileage for the money. Plus, if you do not have anything prepared, we can help you build an ad without much expense.

Remember, this is *not* an annual *Directory* so your company's advertisement will be continually seen for the next 18-24 months!

YEAR 2012 RESERVATION FORM

- Yes, I want to run the ad which ran in 2009-10!
- Yes, I want to run the ad but with changes (mark up the last ad with changes or fax what new information you desire).
- Yes, I want to run my last Body Language ad.
- No, I don't want to run the ad in 2012

signature

company

Please Mail to: ABPA, 1510 Eldridge Pkwy, Suite 110-168, Houston, Tx., 77077 or Fax this Space Reservation Form to: 281-531-9411 or e-mail: srodman1@sbcglobal.net Thank You!