

WARD'S

2009

Supplier Directory

Deadline: **July 13, 2009**

Published in September 2009

GET GREAT EXPOSURE ON WARDAUTO.COM! (Site visited more than 500,000 times a month!)

- Return your completed order form today and increase your selling power to top automotive decision makers!

WARD'S can help your customers find you – right when they're looking to buy!

Attention Manufacturer, Distributor or Service Provider:

More than ever, your customers use the Internet to research products like yours. If your company is not well positioned on the web to help these buyers find you, you are relinquishing sales to your competition. The *Ward's* Supplier Directory at WardsAuto.com can help educate them on how your company will meet their needs. Plus, we'll reinforce your message with display advertising in *Ward's AutoWorld* magazine and a listing in our printed Supplier Directory which will reach 20,000+ potential customers!

ONLINE: Your customers and prospects will research your capabilities online through the industry-leading site WardsAuto.com. The supplier directory is relied on daily, for vendor information by WardsAuto.com users, a growing group that includes tens of thousands of auto company and Tier One supplier personnel.

IN PRINT: Your listing — along with free display advertising based on your listing level — will also run in our print directory used by *Ward's* newsletter subscribers, buyers of *Ward's Automotive Yearbook* and select subscribers of *Ward's AutoWorld* in high-level buying positions.

All you need to do is:

- Review the listing options on the following pages. See the chart on page 6!
- Select your listing level.
- Follow the instructions to complete the information required for the listing level you selected.

STEP #1: Select Your Desired Listing Level

- Ultimate Package for \$2,485 Preferred Package for \$985 Basic Package for \$385
 Premium Package for \$1,485 Select Package for \$685

STEP #2: Your Order Information For Invoicing

Required for all listings. Please print all information. Invoice will be sent to this address:

Name: _____ Title: _____

Company/Division: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax*: _____

E-mail**: _____

Charge My Credit Card: Visa MasterCard American Express Discover **OR** **Bill me at the address on Step 3.**

Name on Card: _____ Card Number: _____ Exp. Date: _____

Signature: _____ **Date:** _____

Your fax number is used to communicate to you. By providing your fax number, you are giving written permission to receive listing and other related information from *Ward's* that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us at any time in the future. *Required for sending future listing information.

"I hereby authorize *Ward's Communications* to be paid the invoiced amount in return for our company's directory listing."

Initials: _____ **Date:** _____

Questions? Contact your sales representative:

Companies A-I: Jennifer Green at 866-447-3018 or jennifer.green@penton.com

Companies J-Z: Sara Hellon at 866-353-9735 or sara.hellon.com

Fax ALL forms by July 13, 2009 to 913.967.7207

Check here if you do not wish to receive future unsolicited fax advertisements at the fax number shown at the top of this page, please fax this page back to 866-364-8597. Alternately, you may phone us at 866-271-1964 or send an email to fax-opt-out@penton.com. Our failure to comply with your removal request within the shortest reasonable time, as determined by the FCC, with such valid request identifying the telephone facsimile machine(s) to which the request relates would be unlawful.

STEP #3: Your Company Information (To Be Published)

Required for all listings. This information is for publication with your listing.

Company/Division: _____
 E-mail: _____ Web Site URL: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____
 Phone: _____ Toll-Free Phone (if different): _____
 Fax: _____ Sales Contact Name: _____

STEP #4: Select Your Category Listings

Required for all listings. Please select your listing categories according to your listing level.

- **Ultimate Package:** Up to 50 categories
- **Preferred Package:** Up to 15 categories
- **Basic Package:** Up to 10 categories
- **Premium Package:** Up to 25 categories
- **Select Package:** Up to 12 categories

Body Exterior

- Body Panels - Horizontal0170
- Body Panels - Underbody.....0175
- Body Panels - Vertical.....0180
- Brush Guards.....0055
- Bumper Beams.....0060
- Bumpers/Fascias.....0065
- Castings.....0070
- Controls/Cables/Linkages.....0075
- Door Systems - Side.....0185
- Door Systems - Sliding.....0190
- Door Systems - Tail/Liftgates.....0195
- Engineering/Design.....0080
- Fasteners.....0085
- Floor Pans.....0090
- Forgings.....0095
- Front End Modules.....0100
- Gaskets/Seals.....0105
- Glass - Deck Lid.....0200
- Glass - Door.....0205
- Glass - Rear Window.....0210
- Glass - Sidelites/Quarterlites.....0215
- Glass - Windshields.....0220
- Grilles.....0110
- Hardware.....0115
- Hood Systems.....0120
- Lighting Systems.....0125
- Locks/Latches.....0130
- Mirrors.....0135
- Moldings - Body Side.....0225
- Moldings - Spoilers/
Ground Effects.....0230
- Rocker Panels.....0140
- Roof/Deck Rack Systems.....0145
- Running Boards.....0150
- Seals.....0160
- Stampings.....0155
- Tops - Convertible - Hard.....0255
- Tops - Convertible - Soft.....0260
- Tops - Fabrics.....0235
- Tops - Landau.....0240
- Tops - Sun/Moon Roofs.....0245
- Tops - T's/Targas.....0250
- Trim - Aluminum.....0265
- Trim - Chrome.....0270
- Trim - Plastic.....0275
- Trim - Tonneau Covers.....0280
- Window Systems.....0165

Chassis/Driveline

- Axles/Transaxles.....0285
- Bearings.....0295
- Brake Systems - ABS.....0410
- Brake Systems - Components.....0415
- Brake Systems - Hydraulic
Power Assist.....0420
- Brake Systems -
Stability Control.....0425
- Brake-by-Wire.....2490
- Bushings.....0290
- Castings.....0300
- Corner Modules.....0310
- Cradles.....0315
- Crossmembers.....0320
- Differentials - 4WD.....0430
- Differentials - AWD.....0435
- Differentials - Limited Slip.....0440
- Differentials - Locking.....0445
- Differentials - Mechanical.....0450
- Differentials - Viscous.....0455
- Driveshafts/Joints/Fittings.....0325
- Fasteners.....0330
- Forgings.....0335
- Foundation Brakes.....2495
- Frames.....0340
- Fuel Systems.....0345
- Gaskets.....0350
- Hardware.....0355
- Hydraulic Pumps/Systems.....0360
- Lubricants/Fluids.....0365
- Rolling Chassis.....0370
- Seals.....0375
- Shock Absorbers/Struts.....2500
- Side Rails.....0380
- Space Frames.....0385
- Stampings.....2455
- Steering Systems -
Components.....2450
- Steering Systems -
Electric/Steer-by-wire.....0475
- Steering Systems -
Hydraulic Power Assist.....0480
- Suspension Systems/Components-
Dampers-Electronic Adjustment.....2305
- Suspension Systems/Components-
Dampers-Mechanical Adjustment.....2340
- Suspension Systems/Components-
Dampers-Standard Hydraulic.....2105
- Suspension Systems/
Components-Other.....0470

- Suspension Systems/Components-
Springs-Leaf Springs.....0460
- Suspension Systems/Components-
Springs-Suspension.....0465
- Tire Pressure Monitoring Systems.....2485
- Tires.....0390
- Traction Control Systems.....0395
- Wheel Covers.....0400
- Wheel Weights.....0403
- Wheel-end Modules.....0405
- Wheels-Aluminum.....2190
- Wheels-Steel.....2195

Computer Hardware/Software

- Barcoding Equipment.....0485
- Collaborative Engineering
Systems.....0490
- Computer-Aided Design.....0500
- Computer-Aided Engineering.....0505
- Computer-Aided Manufacturing.....0510
- E-commerce Applications.....0525
- Electronic Architecture.....2540
- Handheld Computing.....0540
- Energy Management Systems.....1315
- Logistics/Transportation.....0550
- Modeling & Simulation.....0555
- Product Lifecycle
Management (PLM).....2535
- Printers/Plotters.....0570
- Process Control.....0575
- Quality Control Systems.....0580
- Testing.....0595
- Web Development & Hosting.....0600
- Web Development & Hosting.....0605

Electrical/Electronics

- Air Induction.....0765
- Airbags.....0770
- Alternators/Generators.....0775
- Anti-theft/Security Systems.....0780
- Audio Systems.....0785
- Batteries/Fuel Cells.....0790
- Brake Systems.....0795
- Collision Warning/
Avoidance Systems.....0800
- Communications Systems/
Cellular Phones.....0805
- Controls/Switches.....0810
- Cooling Systems.....0815
- Cruise Control.....0820
- Diagnostics.....0615

- Distributor Systems.....0620
- Door Systems.....0625
- Driver Information Systems.....0630
- Electric Motors.....0635
- Electrical/Electronic
Components - Actuators.....2165
- Electrical/Electronic
Components - Capacitors.....2470
- Electrical/Electronic
Components - Connectors.....2135
- Electrical/Electronic
Components - Displays.....2170
- Electrical/Electronic
Components - Fiber Optics.....2205
- Electrical/Electronic
Components - Integrated Circuits.....2430
- Electrical/Electronic Components -
Microcomputers/chips.....2435
- Electrical/Electronic
Components - Other.....2145
- Electrical/Electronic Components -
Power/Signal Distribution.....2210
- Electrical/Electronic Components -
Printed Circuit Boards.....2215
- Electrical/Electronic
Components - Semiconductors.....2475
- Electrical/Electronic
Components - Sensors.....2175
- Electrical/Electronic
Components - Signal Processing.....2440
- Electrical/Electronic
Components - Solenoids.....2220
- Electrical/Electronic Components -
Switches/Controls.....2180
- Electrical/Electronic
Components - Transistors.....2445
- Electrical/Electronic
Components - Transponders.....2480
- Electronic Control
Modules & Units (ECMs).....2515
- Engine Management Systems.....0640
- Fasteners.....0645
- Fuel Delivery Systems.....0650
- Fuel Injection Systems.....0655
- Head-up Displays.....0665
- Headliners/Integrated
Electronics.....0660
- HVAC.....0670
- Ignition/Starter Systems/
Components.....0675

Continued...

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 Penton Media, Inc., Buyers' Guides Department • Ward's • 9800 Metcalf Ave., Overland Park, KS 66212

- Instrument Clusters0680
- Instrument Panels0685
- Intelligent Transportation Systems.....0690
- Lighting-High Intensity Discharge (HID).....2365
- Lighting-LED.....2185
- Lighting-Neon.....2370
- Lighting-Other.....2140
- Mirrors.....0695
- Motors.....0700
- Multiplexing/Multiplexers0705
- Passenger Restraint Systems.....0710
- Remote Keyless Entry0715
- Seating Systems/Components.....0720
- Steering Systems.....0725
- Suspension Systems0730
- Telematics/Navigation/ GPS Systems0740
- Tire Pressure Monitoring Systems.....2482
- Traction Control Systems.....0745
- Voice Technology/Activation.....0750
- Wipers/Wiper Systems.....0755
- Wiring/Harnesses.....0760

Engine/Transmission

- Air Induction.....2160
- Alternators/Generators.....2460
- Axles/Axle Components.....2085
- Batteries/Fuel Cells2425
- Bearings - Engine.....0885
- Bearings - Transmission.....0890
- Belts.....2345
- Bushings.....2110
- Camshafts.....2250
- Castings.....2090
- Catalytic Converters.....2505
- Clamps.....2400
- Clutches/Clutch Components.....2260
- Coating/Finishing.....2310
- Connecting Rods.....2255
- Controls/Cables/Linkages.....2265
- Cooling Systems/Thermal Management.....2230
- Crankshafts/Camshafts.....2270
- Cylinder Heads.....2375
- Cylinder Liners.....2115
- Diagnostics.....2420
- Diesel Engines.....2275
- Emission Systems.....2075
- Engine Blocks.....2095
- Engine Management Systems.....2350
- Engines - Alternative Fuel.....0895
- Engines - Diesel.....0900
- Engines - Gasoline.....0905
- Exhaust Systems.....2080
- Exhaust Systems - Mat Mounts & Thermal Insulation.....2083
- Fasteners.....2380
- Filters - Engine Air.....0910
- Filters - Engine/Transmission Fluids.....0915
- Filters - Fuel.....0920
- Fuel Delivery Systems.....2155
- Fuel Injection/Carburetion Systems.....2225
- Fuel Rails/Manifolds.....2280
- Gaskets - Engine.....0825
- Gaskets - Transmission.....0830
- Gears - Engine.....0835
- Gears - Transmission.....0840
- Hardware.....2465
- Hoses.....2235
- Ignition/Starter Systems.....2285
- Insulating/Heat Shield Material.....2390

- Lubricants/Fluids.....2315
- Manifolds - Exhaust.....0845
- Manifolds - Intake - Aluminum.....2240
- Manifolds - Intake - Magnesium.....0850
- Manifolds - Intake - Plastic.....2290
- Oil Pumps.....2355
- Pistons/Piston Rings/Pins.....2120
- Rocker Assemblies.....2395
- Seals - Engine.....0855
- Seals - Transmission.....0860
- Superchargers.....2415
- Throttle Control.....2360
- Torque Converters.....2363
- Transfer Cases.....2100
- Transmissions - Automatic.....0865
- Transmissions - Manual.....0870
- Tubing - Metal.....0875
- Tubing - Non-metal.....0880
- Turbochargers.....2405
- Valve Actuation-Electronic.....2245
- Valve Actuation-Mechanical.....2295
- Valve Covers/Oil Pans.....2300
- Valves/Valve Systems.....2125
- Water Pumps.....2130

Interior

- Acoustic Systems.....0925
- Airbags - Deployment Doors.....1135
- Airbags - Front Seat.....1140
- Airbags - Rear Seat.....1145
- Airbags - Side/Curtain.....1150
- Cargo Management Systems.....0930
- Castings.....0935
- Consoles.....0940
- Controls - Cables/Linkages.....1175
- Controls - Switches.....1170
- Convenience Kits.....1153
- Custom Kit Interior.....1154
- Dampers.....0950
- Display Flims.....0953
- Door Handle Assemblies.....0955
- Door Modules.....0960
- Door Panels.....0965
- Emergency Assistance Kits.....1156
- Fabrics - Airbag.....1180
- Fabrics - Nonwoven.....1185
- Fabrics - Woven.....1190
- Fasteners.....0970
- Filters.....0975
- First Aid Kits.....1157
- Floor Coverings - Carpeting.....1155
- Floor Coverings - Floor Mats.....1160
- Floor Coverings - Other.....1165
- Forgings.....0980
- Glove Boxes.....0985
- Hardware.....0990
- Headliners - Integrated.....1200
- Headliners - Substrates.....1195
- Hood Liners.....0995
- HVAC Ducts/Vents.....1005
- Instrument Clusters.....1010
- Instrument Panels.....1015
- Insulating/Heat Shielding Materials.....1020
- IP Structures/Substrates.....1025
- Knee Bolsters.....1030
- Lighting Systems.....1035
- Locks/Latches.....1040
- Medical First Aid Kits.....1041
- Mirrors.....1045
- Mobile Preparedness Systems.....1046
- Mobile Safety Products.....1047
- Motorcycle.....1048
- Occupant Sensing.....1050
- Package Trays.....1055

- Passenger Restraint Systems.....1060
- Pedals - Adjustable.....1205
- Pedals - Non-adjustable.....1210
- Power Sliding Doors.....1070
- Power Window Assemblies.....1075
- Rear Entertainment Systems.....1080
- Roadside Assistance Kits.....1081
- Safety Kits.....1086
- Seals.....1090
- Seatbelts.....1085
- Seating - Frames.....1215
- Seating - Head Restraints/Armrests.....1220
- Seating - Integrated Child Safety.....1225
- Seating - Integrated Restraints.....1230
- Seating - Other Components.....1235
- Seating - Seat Systems.....1240
- Seating - Wire Spring Assemblies.....1245
- Specialty Kits.....1246
- Stampings.....1105
- Steering Wheels.....1095
- Sun Visors.....1100
- Telematics/Navigation Systems.....1110
- Trim - Aluminum.....1250
- Trim - Chrome Plated.....1255
- Trim - Decorative Wood.....1260
- Trim - Plastic.....1265
- Trunk Release Systems.....1115
- Trunk Trim/Lining.....1120
- Window Systems/Windshields.....1125

Manufacturing Equipment/Processes

- Adhesive/Fastening Systems.....1270
- Assembly.....1275
- Barcoding Equipment.....1280
- Blow Molding.....1285
- Casting/Forging Equipment.....1290
- Chemicals.....1295
- Containers/Bins/Pallets.....1300
- Control/Automation Systems.....1305
- Cutting/Trimming - Laser.....1475
- Cutting/Trimming - Water Jet.....1480
- Design/Construction - Facility.....1500
- Design/Construction - Manufacturing Systems.....1505
- Dies/Molds.....1310
- Extrusions - Aluminum.....1485
- Extrusions - Plastic.....2200
- Extrusions - Steel.....1320
- Fastening/Assembly Systems.....1325
- Finishing/Cleaning Equipment.....1330
- Forging.....1335
- Heat Treating.....1340
- HVAC.....1345
- Hydraulics.....1350
- Hydroforming.....1355
- Injection Molding.....1360
- Laminating.....1365
- Logistics/Transportation.....1375
- Lubricants/Fluids.....1380
- Machine Tools.....1385
- Machining Systems.....1390
- Material Handling - In-plant Vehicles.....1490
- Material Handling - Systems.....1495
- Molding/Forming Equipment.....1400
- Packaging Systems.....1405
- Paint/Finishing Systems.....1410
- Pneumatics.....1415
- Pollution/Environmental Control.....1420
- Robotics.....1425
- Roll Forming.....1430

- Safety, Hygiene & Security Equipment/Supplies.....1435
- Stamping.....1440
- Stamping Equipment.....1445
- Storage Systems.....1450
- Test Equipment - Critical Measurement.....1510
- Test Equipment - Engine.....1515
- Test Equipment - Environmental Chambers.....1520
- Test Equipment - Other.....1525
- Test Equipment - Strength/Durability.....1530
- Test Equipment - Vibration.....1535
- Thermoforming.....1455
- Transfer Lines.....1460
- Transfer Presses.....1465
- Welding Systems.....1470

Materials/Chemicals/Finishes

- Abrasives.....1540
- Acoustic Materials.....1545
- Additives/Fillers - Other.....1650
- Additives/Fillers - Paint.....1655
- Additives/Fillers - Plastic.....1660
- Adhesives.....1550
- Aluminum.....1555
- Cast Iron.....1560
- Ceramics.....1565
- Coatings/Finishes - Chrome Plating.....1665
- Coatings/Finishes - E-coating.....1670
- Coatings/Finishes - Other.....1675
- Coatings/Finishes - Paint.....1680
- Coatings/Finishes - Paint Protection.....1683
- Coatings/Finishes - Paint Replacement.....1684
- Coatings/Finishes - Primer.....1685
- Coatings/Finishes - Top Coat.....1690
- Coatings/Finishes - Undercoating.....1695
- Composites - Carbon Fiber.....1700
- Composites - Metal.....1705
- Composites - Plastic.....1710
- Copper.....1570
- Elastomers.....1575
- Energy Absorbing Materials.....2530
- Fabrics - Nonwoven.....1715
- Fabrics - Woven.....1720
- Fiber Reinforcement Materials.....1580
- Filler Materials - Natural.....1585
- Filler Materials - Synthetic.....2150
- Glass/Laminates.....1595
- Insulating/Heat Shielding Materials.....1600
- Leather.....1605
- Lubricants/Fluids - HVAC.....2410
- Lubricants/Fluids - Manufacturing Systems.....2325
- Lubricants/Fluids-Powertrain.....2335
- Magnesium.....1610
- Other.....2330
- Paints.....1615
- Plastic - Compounds.....1725
- Plastic - Thermoplastic Elastomers.....1730
- Plastic - Thermoplastics.....1735
- Plastic - Thermosets.....1740
- Powder Metals.....1620
- Rubber.....1625
- Sealants.....1630
- Steel - Bar.....1745
- Steel - Sheet.....1750

Continued...

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2009

Supplier Directory

- Steel - Stainless1755
- Tape/Film/Foil.....1590
- Tape, Trim Attachment.....1693
- Tape, Weatherstrip Attachment1694
- Titanium1635
- Vinyl.....1640
- Wood - Decorative.....1760
- Wood - Fiberboard Materials.....1765
- Zinc Diecasting1645

Multi-Purpose Components

- Bearings1770
- Belts1775
- Bushings.....1780
- Castings1785
- Controls - Cables/Linkages1860

- Controls - Switches1865
- Fasteners.....1790
- Filters1795
- Forgings1800
- Gaskets.....1805
- Gears.....1810
- Hardware1815
- Hoses.....1820
- Hydraulics1825
- Lighting - Plant/Industrial1870
- Lighting - Vehicle1875
- Locks/Latches1830
- Molded Components1835
- Seals1845
- Stampings1850
- Tubing.....1855

Services

- Automotive Data/Research.....1900
- Computer Systems.....1910
- Consulting - Engineering/Design.....2020
- Consulting - Management.....2025
- Consulting - Manufacturing2030
- Consulting - Quality2035
- Containers/Packaging Systems.....1915
- Economic Development.....1925
- Employment Services.....1930
- Energy Services1935
- Engineering/Design Services1940
- Equipment Leasing1945
- Facility Design/Construction.....1950
- Investment Banking/M&A1965
- Logistics/Transportation1970
- Modeling & Simulation1975

- Online Exchanges/Communities1980
- Pension Fund Management1990
- Professional Associations.....1995
- Professional/Organizational Alliances.....2000
- Quality Systems Registrars2010
- Supply Chain Management.....2015
- Testing - Critical Measurement...2050
- Testing - Dynamometer.....2055
- Testing - Environmental Chamber...2060
- Testing - Materials.....2065
- Testing - Other2070
- Testing - Strength/Durability2040
- Testing - Vibration/NVH2045
- Training Systems/Services.....1880
- Waste Treatment/Disposal/Recycling.....1980

STEP #5: Your Company Profile

Required for all listings.

E-mail your company's description in Microsoft Word to arturo.mora@penton.com. The length of your company's profile corresponds to your listing level as follows:

- **Ultimate Package:** Up to 400 words
- **Preferred Package:** Up to 200 words
- **Basic Package:** Up to 150 words
- **Premium Package:** Up to 250 words
- **Select Package:** Up to 175 words

STEP #6: Your Featured Product Listings

Required for all listings. Photo + 50 words, in category of your choice.

E-mail your product photo (.eps or .tif format with resolution of 300 dpi), along with your 50-word product description to arturo.mora@penton.com. Be sure to indicate which category(ies) each photo and description should appear in so that we are able to match them correctly. Product photos will be grayscale and will appear 1-1/4" wide max; height proportional. Your number of featured product listings corresponds to your listing level as follows:

- **Ultimate Package:** Up to 3 listings
- **Preferred Package:** ONE listing
- **Basic Package:** ONE listing
- **Premium Package:** Up to 2 listings
- **Select Package:** ONE listing

STEP #7: Your Featured Supplier Listings

Required for all listings. Your company highlighted in category search with logo; appears above other listings.

List the product categories you wish to appear in as Featured Supplier online according to your listing level. Please print both category name and number from Step #4.

- **Ultimate Package:** Up to 10
- **Preferred Package:** Up to 3
- **Basic Package:** ONE
- **Premium Package:** Up to 6
- **Select Package:** Up to 2

<u>Category #</u>	<u>Category Name</u>	<u>Category #</u>	<u>Category Name</u>
1) _____	_____	6) _____	_____
2) _____	_____	7) _____	_____
3) _____	_____	8) _____	_____
4) _____	_____	9) _____	_____
5) _____	_____	10) _____	_____

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STEP #8: Your Company Logo

Required for all listings.

E-mail your logo (.eps or .tif format with resolution of 300 dpi) to arturo.mora@penton.com. Logos must be grayscale or a line art image. You may provide a printed logo for us to scan, but it must be high quality. Your printed logo will appear 2" wide by 1" tall max.

STEP #9: Your Keywords

Required for all listings.

Please e-mail the keywords you want to use with your online listing in Microsoft Word to arturo.mora@penton.com. When online directory users type these words into our search engine, your company will be shown as a result. Your listing level determines the number of keywords you may provide as follows:

- **Ultimate Package:** Up to 50 words
- **Preferred Package:** Up to 10 words
- **Basic Package:** Up to 5 words
- **Premium Package:** Up to 25 words
- **Select Package:** Up to 8 words

STEP #10: Your Targeted Links

Required for Ultimate and Premium listing packages. Take visitors to specific URL's!

Please e-mail your targeted links and their descriptions in the format shown below in Microsoft Word to kfase@wardsauto.com. Your listing level determines the number of targeted links you may provide as follows:

- **Ultimate Package:** Up to 10 links
- **Premium Package:** Up to 5 links

Example of how to submit your targeted links:

Link URL: <http://www.wardsauto.com/suppliers>

Description: Information on Ward's Supplier Directory

STEP #11: Your Bonus Features

Required for all listings (as applicable per page 6).

Please contact us at **248-799-2646** to take advantage of the following features:

- ✦ Online Spotlight in rotating *WardsAuto* ads
- ✦ E-mail product showcase ads in *Ward's* new Product Showcase e-newsletter
- ✦ Category Sponsorship (Ultimate Package only)
- ✦ Free 12th-page unit(s) in the printed *Ward's* Supplier Directory Product Guide
- ✦ Free 12-page unit(s) in the *Ward's* AutoWorld Marketplace (to be used during 2009)

FINAL STEP: Send In Your Order!

Required for all listings.

MAIL completed forms with all applicable attachments to:

Ward's Supplier Directory

9800 Metcalf Ave.

Overland Park, KS 66212

OR FAX completed forms to **913-967-7207**

E-MAIL all required attachments to arturo.mora@penton.com

Questions? Contact your sales representative:

Companies **A-I:** Jennifer Green at 866-447-3018 or jennifer.green@penton.com

Companies **J-Z:** Sara Hellon at 866-353-9735 or sara.hellon.com

To place your order, return All Forms with all required materials by **July 13, 2009**. Fax All Forms to the number listed below.

E-mail all artwork materials to **Arturo Mora** at arturo.mora@penton.com by July 13, 2009. Artwork specifications can be found on Step #6 and Step #8.

Fax All Forms to **913.967.7210** by **July 13, 2009**

WARD'S

2009

Supplier Directory
In Print and Online

Choose Your Level of Upgrade Package!

(all features appear in print and online as shown in table; for more details, see the "Steps" on pages 1-5)

Full Directory sponsorship and customized opportunities are also available. Please call 248.799.2646 for details.

BASIC
\$385

SELECT
\$685

PREFERRED
\$985

PREMIUM
\$1485

ULTIMATE
\$2485

Features You Get in the Print Guide:

	BASIC	SELECT	PREFERRED	PREMIUM	ULTIMATE
Company Profile	150 Words	175 Words	200 Words	250 Words	400 Words
Category Listings	10	12	15	25	50
Featured Product Listings	1	1	1	2	3

PLUS Features You Get in the Online Directory:

Company Profile	150 Words	175 Words	200 Words	250 Words	400 Words
Category Listings	10	12	15	25	50
Featured Supplier	1 Category	2 Categories	3 Categories	6 Categories	10 Categories
Keywords	5	8	10	25	50
Online Spotlight*	---	1	2	3	4
E-Mail Product Showcase Ads	---	---	1	2	3
Targeted Links	---	---	---	5	10
Category Sponsorship**	---	---	---	---	1 Category Sponsorship

And Display Benefits INCLUDED!*

***Ward's Autoworld units must be used in 2009. Month of choice not guaranteed.

1 12th-page, 4-color units in 2009 Ward's Supplier Directory Product Showcase

1 12th-page, 4-color Ward's AutoWorld Marketplace units.***

2 12th-page, 4-color units in 2009 Ward's Supplier Directory Product Showcase

1 12th-page, 4-color Ward's AutoWorld Marketplace units.***

2 12th-page, 4-color units in 2009 Ward's Supplier Directory Product Showcase

2 12th-page, 4-color Ward's AutoWorld Marketplace units.***

4 12th-page, 4-color units in 2009 Ward's Supplier Directory Product Showcase

4 12th-page, 4-color Ward's AutoWorld Marketplace units.***

* (Photo, 30 Words and Link) in Ward's Product Showcase e-newsletter!

** Your banner runs in Parent Category of your choice AND get 25,000 impressions through WardsAuto.com!