Available online and via email, Automotive News China serves Chinese automotive industry executives and global auto executives with responsibility for the Chinese market. Automotive News China Managing Editor and veteran Chinese auto industry reporter Yang Jian provides weekly analysis of and insight into key topics of interest to those in the industry.

Automotive News China covers:
- Domestic Chinese automakers who export vehicles worldwide: SAIC, BYD, Chery, Geely, Great Wall and more
- Purchasing operations of global automakers doing business in China: General Motors, Ford, Volkswagen, Toyota and more
- Global suppliers who make components in China: Bosch, Continental, Denso, Magna, Faurecia, Lear, Visteon and more
- Chinese suppliers who sell to automakers in China and worldwide: Wanxiang Group, Yanfeng Automotive Trim, Fuyao Glass, CITIC Dicastal and more

Advertise in Automotive News China and your ad message appears in these three products:
- Automotive News China website
- Twice-weekly Automotive News China email newsletter
- Breaking news emails sent as warranted

<table>
<thead>
<tr>
<th>Weekly Ad Positions</th>
<th>Dimensions</th>
<th>Website Ad Size</th>
<th>Email Ad Size</th>
<th>Impressions</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90 px</td>
<td></td>
<td>20k</td>
<td>20,000</td>
<td>$2,750</td>
</tr>
<tr>
<td>Top Leaderboard Pushdown</td>
<td>970 x 90 px</td>
<td></td>
<td>N/A</td>
<td>20,000</td>
<td>3,400</td>
</tr>
<tr>
<td>Medium Rectangle 1</td>
<td>300 x 250 px</td>
<td></td>
<td>40k</td>
<td>20,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Medium Rectangle 2</td>
<td>300 x 250 px</td>
<td></td>
<td>20k</td>
<td>20,000</td>
<td>500</td>
</tr>
<tr>
<td>Lower Leaderboard</td>
<td>728 x 90 px</td>
<td></td>
<td>N/A</td>
<td>20,000</td>
<td>500</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640 x 480 px</td>
<td></td>
<td>N/A</td>
<td>20,000</td>
<td>3,400</td>
</tr>
<tr>
<td>Full Site Branding Bar (monthly, website only)</td>
<td>300 x 100 px</td>
<td></td>
<td>N/A</td>
<td>50,000</td>
<td>1,250</td>
</tr>
<tr>
<td>Text Ad + Logo (on email only)</td>
<td>50 words + 120 x 60 px logo</td>
<td>Logo 20k</td>
<td>N/A</td>
<td>12,500</td>
<td>500</td>
</tr>
</tbody>
</table>

In all cases, please provide a second piece of creative sized 300 x 250 px for use in responsive design emails.
The Automotive News China audience is composed of more than 57,301 registrants, who receive the newsletter and have access to the website, which contains article archives and past issues. The Automotive News China website and email newsletter are published in simplified Chinese and English to allow advertisers to offer targeted messages to each audience segment.

**WEB SITE METRICS**

<table>
<thead>
<tr>
<th>YTD Monthly Average</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>68,647</td>
</tr>
<tr>
<td>Visits</td>
<td>26,274</td>
</tr>
<tr>
<td>Page Views/Visit</td>
<td>3</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>13,516</td>
</tr>
<tr>
<td>Average Time on Site</td>
<td>7 minutes</td>
</tr>
<tr>
<td>Repeat Visitors</td>
<td>59%</td>
</tr>
<tr>
<td>New Visitors</td>
<td>41%</td>
</tr>
</tbody>
</table>

**EMAIL NEWSLETTER METRICS**

<table>
<thead>
<tr>
<th>YTD Average</th>
<th>Sent</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>21,714</td>
<td>35%</td>
</tr>
<tr>
<td>Chinese Language</td>
<td>35,587</td>
<td>4.5%</td>
</tr>
<tr>
<td>Combined Weekly</td>
<td>57,301</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

In 2016, advertisers have generated 1,473,750 ad impressions and 3,962 clicks.

**WHO’S ONLINE AT AUTONEWSCHINA.COM?**

44% Greater China
41% Other Countries
15% USA
35% OEMs
27% Suppliers
33% Dealers/Consultants/Professional Services
5% Others

Source: Omniture 1/1/16 - 7/31/16
SALES

Detroit
Karen Rentschler – Managing Director, Sales and Events .... 313-446-6058  .... krentschler@autonews.com
Russ Proccassini ........................................... 313-446-0350  .... rprocassini@autonews.com
Jerry Salame ................................................. 313-446-0481  .... jsalame@autonews.com

Los Angeles
Taren Zorn, ............................................... 310-426-2416  .... tzorn@autonews.com

New York
Scott Ghedine ............................................. 212-210-0126  .... sghedine@autonews.com
Henry Woodhouse ....................................... 212-210-0125  .... hwoodhouse@autonews.com

Europe
Thomas Heringer – Sales and Marketing Director .... +49 8153 9074 04  .... theringer@craincom.de
Christoph Weiss ......................................... +49 8153 9074 63  .... cweiss@craincom.de
Alexandra Pethke ........................................ +49 8245 9674 97  .... apethke@craincom.de
Annette Meiners-Langs ................................... +49 8153 9074 33  .... ameinerslangs@craincom.de

Shanghai
Lago Poah Yang ........................................... +86 21 6046 0617  .... lagopoah.yang@bridgemedia.cn

WEBSITE ADVERTISING SPECS
- Ad units accepted as jpg, gif, animated gif, png, HTML5 (3rd party served only)
- Maximum file size is 40k
- All Rich Media units must be 3rd party served
- Supply URL to link ad
- Looping limited to 3 times maximum
- Banner animation is limited to 15 seconds
- Only user-initiated sound allowed

EMAIL ADVERTISING SPECS
- Ad units accepted as jpg, gif, animated gif
- In addition, a 300 x 250 px creative unit is needed for each placement for use in responsive design
- Maximum file size is 20k
- First frame should include critical content as some email servers will not display animation
- Rich Media units cannot run in email positions
- Email placements cannot be 3rd party served
- Supply URL to link ad

Online ad materials are due at least five business days prior to campaign start date. All 3rd party ad-serving costs are the responsibility of the advertiser.

To submit online creative, email AdOps-autonews@crain.com

Need help creating rich media units to run on Automotive News? Ask about our partnership with Sizmek including capabilities and costs.