

Automotive News Classifieds

When you advertise in the classified pages of *Automotive News*, your ad reaches thousands of qualified professionals in print and online.*

Classified Display Size (w x h)

Full Page	10" x 14"
1/2 Page Vertical	6" x 12"
1/2 Page Horizontal	10" x 7"
1/3 Page	8" x 6"
1/4 Page	4" x 9"
1/8 Page Vertical	2" x 9"
1/8 Page Horizontal	4" x 4 1/2"
1 x 1	2" x 1"

● Ad Closing

Classified advertising closes 5:00 p.m. Monday, seven days preceding date of publication.

● Box Number Service

Replies to Box Number Services are sent in care of *Automotive News* and forwarded to advertisers, unopened, the same day received.

Box Number Service: \$40.05 per insertion.

● Payment Terms

Advance payment required. American Express, VISA, Discover and MasterCard accepted.

● Agency Commission

Rates are net on non-display classified advertising and not subject to agency commission. 15% of gross billing allowed to recognized agencies for display classified, provided account is paid within 10 days of invoice date. NO CASH DISCOUNT. If charges due Publisher from agency for ads placed pursuant to this rate card are not paid promptly, the Publisher may, at its option, collect said charges from advertiser, and agency shall execute all necessary assignments.

● For more Information

Contact: Melissa McKay
Classified Advertising Manager
1155 Gratiot Avenue
Detroit, MI 48207-2997
Phone: 313-446-1642
Toll Free: 1-800-388-1800
Fax: 313-446-8030
E-mail: mmckay@autonews.com

*Additional charges apply to have your ad posted on *autonews.com*. Please contact your classified representative for additional information.

Rates - Classified Advertising

Frequency Discount Rates	1X	3X	6X	13X	26X	52X
Regular Classified/Auction Directory Ads						
Per Line (min. 4 lines)	\$25.20	\$25.00	\$24.10	\$23.40	\$22.10	\$20.50
Display Classified/Auction Display Ads						
Per Inch (min. 1 col. inch)	\$283.30	\$271.30	\$264.90	\$259.30	\$243.00	\$221.70
Color Rates (in addition to black)						Per Column Inch
AAAA Standard Color (Maximum \$403)						\$31
Matched Color						\$62
Four-Color Process						\$62
Color is available in Classified and Auction Directory						
Position Wanted - minimum 4 lines \$17.00 per line						
Page Rate (per insertion)						
Full Page Black & White						\$15,820
52x advertisers						\$15,470

Note: To earn frequency discount rates, insertions must appear within a 52-week period.