



2008  
Schedule  
of Issues

Marketing Edition

**Automotive News**

## We deliver the marketing audience.

When it comes to reaching this influential audience, one industry publication is primed to deliver better than all the rest: *Automotive News*. Bound into 17 issues of the national edition, the marketing edition reaches 26,071 readers in the automotive marketing and advertising industry -- the very key influencers and decision-makers who determine how billions of media dollars are spent each year by automotive manufacturers. To reach these marketers, your media dollars will have the most effect in *Automotive News*.

Marketing Circulation: 26,071

Advertising Agencies & Media Companies	5,120
Dealers	8,289
Manufacturers & Suppliers	12,231
Other Circulation	431

*Publisher's own data for the September 10, 2007 issue.*



## 2006 Domestic Advertising Spending By Category:

**Nearly \$20 billion is spent annually in domestic automotive advertising.**

Rank	Category	Total	Consumer Magazine	Business Publication	Newspaper	Outdoor	Network TV	Spot TV	Spanish Language TV	Cable Network TV	Syndicated TV	Radio	Internet
1	Automotive	\$19,799	\$2,089.2	\$85.5	\$5,024.5	\$343.8	\$2,955.5	\$5,217.1	\$300.9	\$1,348.0	\$163.5	\$1,543.8	\$727.2

*TNS Media Intelligence, 2007. Dollars are in millions*

Special opportunities for 2008:

### Automotive News



Issue Date: September 15, 2008  
Close Date: August 8, 2008

This special issue will commemorate General Motors' 100th anniversary. It will chronicle the people and products that fueled a century of innovation, performance and style. For more information, contact your *Automotive News* regional sales manager or visit [autonews.com/GM100](http://autonews.com/GM100)

### Automotive News



Issue Date: May 19, 2008  
Close Date: April 11, 2008

This special section will review Nissan's 50 years in the United States. It will profile 50 key people who made Nissan in America what it is today. For more information, contact your *Automotive News* regional sales manager or visit [autonews.com/Nissan50](http://autonews.com/Nissan50)

## Key To Symbols On The Calendar







Bonus distribution of *Automotive News* at industry events means your ad dollars go even further, and your ad makes even more good impressions..




All ads 14" or larger in these marked issues are automatically included in a Starch readership study, to gauge the effectiveness of the advertisement.

\*Order of Future Products is subject to change.

ISSUE DATE	MARKETING AD CLOSE	CONTENT
JANUARY 7	Dec 19 Early Close	<ul style="list-style-type: none"> <li>• Detroit Auto Show Preview</li> <li>• Focus Page: Service &amp; Parts</li> </ul>
JAN 21-24 Automotive News World Congress, Detroit		
21 	Jan 7	<ul style="list-style-type: none"> <li>• Exclusively sponsored supplement – Guide to Industry Executives (OEM). Close Date: Dec 21</li> <li>• Detroit Auto Show Coverage</li> <li>• Focus Page: Information Technology</li> <li>• Car Cutaway</li> </ul>
FEBRUARY 11 	Jan 28	<ul style="list-style-type: none"> <li>• NADA Convention Issue</li> <li>• Chicago Auto Show Coverage</li> <li>• Focus Page: Finance &amp; Insurance</li> </ul>
FEB 9-12 NADA Show Daily 4-Issue Package – Close Date: Jan 4		
MARCH 10	Feb 25	<ul style="list-style-type: none"> <li>• Geneva Auto Show Coverage</li> <li>• Focus Page: Finance &amp; Insurance</li> </ul>
24 	Mar 10	<ul style="list-style-type: none"> <li>• Exclusively Sponsored Supplement – Top Dealership Groups (NAT). Close Date: Feb 29</li> <li>• Automotive News PACE Award Finalists</li> <li>• New York Auto Show Coverage</li> <li>• Focus Page: Remarketing</li> </ul>
APRIL 14 Automotive News PACE Awards, Detroit		
APRIL 14 	Mar 31	<ul style="list-style-type: none"> <li>• Supplement – Guide to Chinas Automarket (OEM). Close Date: Feb 25</li> <li>• Marketing Focus on Cable TV</li> <li>• Focus Page: Finance &amp; Insurance</li> <li>• In-Depth: Engineering (OEM)</li> </ul>
APRIL 17-20 Automotive News China Conference, Beijing		
21	April 7	<ul style="list-style-type: none"> <li>• Automotive News PACE Award Winners</li> <li>• Focus Page: Green Car</li> <li>• Quarterly Shareholder Value Report</li> </ul>

# 2008 Schedule of Issues Marketing Edition

# Automotive News

ISSUE DATE	MARKETING AD CLOSE	CONTENT
MAY 5	April 21	<ul style="list-style-type: none"> <li>• Marketing focus on Magazines</li> <li>• In-Depth: Finance &amp; Insurance (NAT)</li> </ul>
MAY 19 Automotive News Special Section: Nissan 50th Anniversary – Close Date: April 11		
MAY 19-21 Automotive News Europe Congress, Turin		
26   Automotive News Marketing Seminar	May 12	<ul style="list-style-type: none"> <li>• Exclusively Sponsored Supplement – Market Data: U.S. Dealer Data (NAT). Close Date: May 2</li> <li>• Car Cutaway</li> <li>• Focus Page: Remarketing</li> <li>• Special Section: Marketing</li> </ul>
MAY 28 Automotive News Marketing Seminar, Los Angeles		
JUNE 9	May 23 Early Close	<ul style="list-style-type: none"> <li>• Focus Page: Finance &amp; Insurance</li> <li>• Automotive News Marketing Seminar Highlights</li> </ul>
MID-JUNE Automotive News Green Conference		
AUGUST 11  Management Briefing Seminars	July 28	<ul style="list-style-type: none"> <li>• Exclusively Sponsored Supplement – Guide to Industry Executives (OEM). Close Date: July 18</li> <li>• Future Products – Japan*</li> <li>• Focus Page: Finance &amp; Insurance</li> <li>• In-Depth: Manufacturing (NAT/OEM)</li> </ul>
AUG 12-15 Management Briefing Seminars Show Daily, 4-Issue Package – Close Date: July 7		
SEPTEMBER 15	Aug 29 Early Close	<ul style="list-style-type: none"> <li>• Focus Page: Information Technology</li> </ul>
SEPT 15 Automotive News Special Issue: GM 100th Anniversary – Close Date: Aug. 8		
29	Sept 15	<ul style="list-style-type: none"> <li>• Exclusively Sponsored Supplement – Guide to Certified Pre-Owned Vehicle Programs (NAT). Close Date: Sept 5</li> </ul>
OCTOBER 13	Sept 29	<ul style="list-style-type: none"> <li>• Talk from the Top: Marketing &amp; Agency Executives</li> <li>• Focus Page: Finance &amp; Insurance</li> <li>• In-Depth: Innovative Dealers (NAT)</li> </ul>
27 	Oct 13	<ul style="list-style-type: none"> <li>• Talk from the Top: Marketing &amp; Agency Executives</li> <li>• Focus Page: Remarketing</li> <li>• Quarterly Shareholder Value Report</li> </ul>
NOVEMBER 24	Nov 10	<ul style="list-style-type: none"> <li>• LA Auto Show Coverage</li> <li>• Focus Page: Remarketing</li> </ul>
DECEMBER 15	Dec 1	<ul style="list-style-type: none"> <li>• In-Depth: Information Technology (NAT/OEM)</li> </ul>

## Rates – Marketing Edition

Rates effective October 1, 2007 (Rate Card No.75)

**Four-Color Process Rates** (including frequency discounts for the most frequently used ad space units):

Size (w x h)	1x	3x	6x	9x	12x	18x	26x	36x	52x
70" Full Page (276.2 x 368.3mm)	\$11,420	\$11,078	\$10,735	\$10,392	\$10,050	\$9,822	\$9,593	\$9,365	\$9,136
40" Jr. Page (203.2 x 254mm)	9,455	9,172	8,888	8,604	8,320	8,132	7,942	7,754	7,564
35" Half Page (254 x 177.8mm)	8,595	8,337	8,080	7,821	7,564	7,392	7,220	7,048	6,876
80" Jr. Spread (406.4 x 254mm)	18,000	17,461	16,920	16,380	15,839	15,480	15,120	14,761	14,400
140" 2-Pg. Sprd (552.5 x 368.3mm)	21,930	21,273	20,614	19,956	19,299	18,860	18,422	17,983	17,544

### Black & White 1x Rate (w x h)

70" Full Page (276.2 x 368.3mm)	\$8,845
40" 4 col x 10" Jr. Pg. (203.2 x 254mm)	6,880
35" 5 col x 7" Half Pg. (254 x 177.8mm)	6,020
30" 3 col x 10" (152.4 x 254mm)	5,160
14" 1 col x 14" (50.8 x 355.6mm)	2,408
10" 2 col x 5" (101.6 x 127mm)	1,720
1" 1 col x 1" (50.8 x 25.4mm)	172
80" 8 col x 10" Jr. Sprd (406.4 x 254mm)	13,760
140" 2-Page Spread (552.5 x 368.3mm)	17,690

### Color Rates (other than black) Per Page Per Spread

AAAA Standard Colors	\$945	\$1,405
(ads less than 35 inches)	\$710	\$1,055
Matched Color	\$2,195	\$3,240
(ads less than 35 inches)	\$1,645	\$2,430
Four-Color Process	\$2,575	\$4,240
(ads less than 35 inches)	\$1,930	\$3,180
Five-Color (Four-Color Process Plus Matched Color)	\$4,575	\$7,685
(ads less than 35 inches)	\$3,430	\$5,765

### Agency Commission

15% of gross billing is allowed to recognized agencies for space, color and position, provided account is paid within 30 days of invoice date.

Frequency discounts are available with *Automotive News China*, *Automotive News Europe* and *Automobilwoche*.

## Mechanical Requirements

**Publication Trim Size:** 10 7/8" (276mm) x 14 1/2" (368mm)

**Printing:** Heat-set web offset

**Binding:** Saddle stitched

**Paper Stock:** Gloss coated, 36lb., basis weight

**Line Screen:** 120-line screen recommended

**Edit Page Size:** Full page is 70 column inches:

5 columns wide, 14" (356mm) deep.

Column width is 2" (51mm)

Space sold in multiples of 1/4" (6mm) per column with minimum space of one column inch.

Bleed Ads: No extra charge for bleeds.

All advertising should be provided in a digital format.

For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center, please visit our website at [www.crain.com/digital\\_ad](http://www.crain.com/digital_ad).

### Digital media, proofs or copy

Send to:

Terry Driscoll

Production Department

*Automotive News*

1155 Gratiot Avenue

Detroit, MI 48207-2997

Phone: 313-446-6062

E-mail: [tdriscoll@crain.com](mailto:tdriscoll@crain.com)

### Insertion Orders and Correspondence

Send to:

Andrea Nickols

Sales Department

*Automotive News*

1155 Gratiot Avenue

Detroit, MI 48207-2997

E-mail: [anickols@crain.com](mailto:anickols@crain.com)

Phone: 313-446-6031

Fax: 313-446-8030

Advertisements supplied to *Automotive News* without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof. [www.autonews.com](http://www.autonews.com)

These terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Automotive News* unless modified by written agreement signed by an officer of Crain Communications (Publisher), and shall supersede any inconsistent statements in such order or contract. For complete advertising information, go to [www.autonews.com](http://www.autonews.com) or consult our full media kit.

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Marie Hingst, Classified Department	800-388-1800	mhingst@crain.com
<b>LOS ANGELES</b> 6500 Wilshire Blvd., Suite 2300, Los Angeles, California 90048-4947 Fax: 323-655-8157		
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