Black & white rates

Four Color rates (ads less than 35")

Five Color issues are as follows:

- 2 col. x 5" 2,780
- 1 col. x 14" 3,892
- Junior Page – 4 col. x 10" 11,120
- Half Page – 5 col. x 7" 14,565
- Two-Page Spread 41,705

(ads less than 35")

2014 Automotive News editorial CALENDAR

The leading source of news and information for the automotive industry.

Source: Erdos & Morgan, 2013
ABOUT AUTOMOTIVE NEWS

Since 1925, Automotive News has been the primary source for all the news that is happening among automotive retailers, suppliers and manufacturers. Distinct from other publications in the field, Automotive News remains a fully subscriber-paid publication, a testament to the value it delivers to the reader. The award-winning weekly print edition is backed by a global team of more than 65 editors and reporters.

- Automotive News is, by more than a 2:1 margin, the most widely received trade publication, and it is considered by an overwhelming majority (78%) to be the most important automotive publication. (Erdos & Morgan, 2013)

- With 100% paid circulation, readers are loyal and engaged, reading Automotive News week after week. (AAM, 2013)

- Ad dollars go further, because readers pass their copies along to colleagues – for an average of 3 readers per issue. (ICF Macro, 2012)

“I have been a reader for over 30 years. I enjoy my weekly read that keeps me informed about what is happening with retail and manufacturing for all brands. Increasingly over the past two years, I have seen more change in our business than in my previous 40 years combined. I could not live without Automotive News.”

Jim Cochrane
President
Town+Country BMW-Mini Markham
Markham, Ontario

SPECIAL ADVERTISING OPPORTUNITIES FOR 2014

Ford Mustang 50th Anniversary: April 14
The Ford Mustang, one of the most iconic nameplates, turns 50 in 2014. The anniversary comes at a historic time for the original pony car that brought youthful design and performance to mainstream buyers. With the next-generation vehicle, Ford will make the Mustang a global vehicle, with significant design and engineering changes to appeal to an international audience – while retaining the Mustang’s American roots. Automotive News will explore the history of the Mustang from the 1964½ model to the sixth-generation design that Ford will launch in 2014. This special section will examine the impact of the Mustang on Ford Motor Co., and will look at the role of executives from Lee Iacocca to J Mays who helped determine the vehicle’s trajectory. autonews.com/mustang50

Best Dealerships To Work For: October 20
Automotive News will partner with Best Companies Group to identify dealerships in the U.S. and Canada that have excelled in creating a quality workplace for their employees. The Best Dealerships To Work For will be announced and honored at a gala celebration in October, as part of a day-long event which includes learning and networking opportunities, and the best dealerships will be featured in a special section of Automotive News. autonews.com/bestdealerships
### January

**6** Close date: Dec 18 (Early close)
- U.S. Sales Report – 2013
- Fixed Operations page
- North American International Auto Show preview

**13** Close date: Dec 18 (Early close)
- Finance & Insurance page
- Marketing page
- Consumer Electronics
- Show coverage
- Guide to Industry Executives
  Exclusively sponsored supplement

**20** Close date: Jan 8
- Connected Car page
- Production Line page
- North American International Auto Show coverage
- Automotive News
- World Congress coverage
- NADA Preview
  Bonus Distribution

**27** Close date: Jan 15
- Remarketing page
- Legal File
- Q&A: The Supplier Speaks
- Quarterly Shareholder Value Report
- NADA Convention Issue
  Bonus Distribution

**EVENT JAN 14-16**
- Automotive News World Congress
  Detroit, Michigan
  Bonus Distribution of January 13 Issue

**February**

**3** Close date: Jan 22
- Fixed Operations page
- Chicago Auto Show preview
- NADA Convention Review

**10** Close date: Jan 29
- U.S. Sales Report – January
- Finance & Insurance page
- Chicago Auto Show coverage
  Special Section: Marketing

**17** Close date: Feb 5
- Connected Car page
- Production Line page

**24** Close date: Feb 12
- Remarketing page
- Legal File
- Geneva Auto Show preview

**March**

**3** Close date: Feb 19
- Fixed Operations page
- PACE Award finalists

**10** Close date: Feb 26
- U.S. Sales Report – February
- Marketing page
- Dealer Census
- Geneva Auto Show coverage
- PACE Award finalists
  Special Section: Finance & Insurance

**17** Close date: Mar 5
- Connected Car page
- Production Line page
- PACE Award finalists
  Top 125 Dealership Groups
  Exclusively sponsored supplement

**24** Close date: Mar 12
- Remarketing page
- Legal File
- PACE Award finalists

**31** Close date: Mar 19
- Legal File
- PACE Award finalists

### Expanded Online Coverage

**autonews.com**

The *Automotive News* website contains expanded coverage of many stories in the weekly print edition and special features found only online, including auto show photo galleries and blogs from major industry events. Additionally, the ANTV team produces exclusive video interviews with industry executives, on dates which correspond with those shown in the *Automotive News* editorial calendar.

### Video Interviews
- Q&A: The Dealer Speaks
- Global Automaker CEOs
- Top North American Executives
- Agency & Marketing Executives
- Q&A: The Supplier Speaks

### Automotive News Group Events
- World Congress
- PACE
- Marketing Seminars
- Europe Congress
- Rising Stars
- Best Dealerships To Work For

### Auto Shows
- Detroit
- Chicago
- Geneva
- Los Angeles
- New York
- Beijing
- Paris

### Industry Events
- SAE
- SEMA

Learn more about sponsorship opportunities in the Online Advertising media kit.
### April
- **7** Close date: Mar 26
  - U.S. Sales Report – March
  - Fixed Operations page
  - 20th Anniversary PACE Awards
- **14** Close date: Apr 2
  - Finance & Insurance page
  - Marketing page
  - PACE Award winners
  - Beijing Auto Show preview
  - New York Auto Show preview
  - SAE Convention coverage
  - Special Section: Ford Mustang 50th Anniversary
  - Close date: March 14
- **21** Close date: Apr 9
  - Connected Car page
  - Production Line page
  - Q&A: The Supplier Speaks
  - New York Auto Show coverage
- **28** Close date: Apr 16
  - Remarketing page
  - Legal File
  - Quarterly Shareholder Value Report
  - Beijing Auto Show coverage

### May
- **5** Close date: Apr 23
  - U.S. Sales Report – April
  - Fixed Operations page
  - Q&A: Top North American Automaker Executives
- **12** Close date: Apr 30
  - Finance & Insurance page
  - Q&A: Agency & Marketing Executives
  - Special Section: Marketing
- **19** Close date: May 7
  - Connected Car page
  - Production Line page
  - Q&A: Top North American Automaker Executives
- **26** Close date: May 14
  - Remarketing page
  - Legal File

### June
- **2** Close date: May 21
  - Fixed Operations page
  - Q&A: The Dealer Speaks
- **9** Close date: May 28
  - U.S. Sales Report – May
  - Marketing page
  - Special Section: Finance & Insurance
- **16** Close date: Jun 4
  - Connected Car page
  - Production Line page
  - Top Suppliers
  - Exclusively sponsored supplement
- **23** Close date: Jun 11
  - Remarketing page
- **30** Close date: Jun 18
  - Legal File

### Event
- **April 7**
  - Automotive News PACE Awards, Detroit, Michigan
  - Bonus Distribution of April 7 Issue
  - autonews.com/pace

### Event
- **May 13**
  - Automotive News Marketing Seminar
  - Los Angeles, California
  - Bonus Distribution of May 12 Issue
  - autonews.com/LAseminar

### Event
- **June 3**
  - Automotive News Europe Rising Stars
  - Brussels, Belgium
  - Bonus Distribution of June 2 Issue
  - anerisingstars.com

### Event
- **June 3-4**
  - Automotive News Europe Congress
  - Brussels, Belgium
  - Bonus Distribution of June 2 Issue
  - ane-congress.com

### Signet Readership Studies

In 2014, Signet Research will conduct studies to determine recall and readership of ads appearing in Automotive News. These reports provide valuable data to the advertiser, including measurement comparative to other ads and verbatim reader feedback. All print ads 10 column inches and larger are automatically included in the studies, at no charge to the advertiser.

The Signet studies will be conducted on ads in these issues:
- Feb 3
- Mar 10
- April 21
- May 12
- July 14
- Aug 4
- Oct 20
- Nov 10
### JULY

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Jul 2</td>
<td>Finance &amp; Insurance page Marketing page Special Section: 40 Under 40 – Retail</td>
</tr>
<tr>
<td>14</td>
<td>Jul 9</td>
<td>Connected Car page Production Line Future Products: General Motors Q&amp;A: The Supplier Speaks Top Dealership Groups Ranked by Used-Vehicle Sales Exclusively sponsored supplement</td>
</tr>
<tr>
<td>28</td>
<td>Jul 16</td>
<td>Remarking page Legal File Future Products: Japan (Toyota, Nissan, Honda) Quarterly Shareholder Value Report</td>
</tr>
</tbody>
</table>

### AUGUST

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Jul 30</td>
<td>Finance &amp; Insurance page Marketing page Future Products: Korea (Hyundai, Kia) Q&amp;A: The Dealer Speaks</td>
</tr>
<tr>
<td>18</td>
<td>Aug 6</td>
<td>Connected Car page Production Line page Future Products: Ford</td>
</tr>
<tr>
<td>25</td>
<td>Aug 13</td>
<td>Remarking page Legal File Future Products: Japan (Mazda, Mitsubishi, Subaru)</td>
</tr>
</tbody>
</table>

### SHOW DAILIES

Aug 5, 6, 7 – Close date: July 9 CAR Management Briefing Seminars Show Dailies Bonus Distribution of Aug 5 Issue

### SEPTEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug 20</td>
<td>Fixed Operations page Future Products: Chrysler</td>
</tr>
<tr>
<td>8</td>
<td>Aug 27</td>
<td>U.S. Sales Report – August Future Products: Europe (Audi, Porsche, VW) Special Section: Finance &amp; Insurance</td>
</tr>
<tr>
<td>15</td>
<td>Sep 3</td>
<td>Connected Car page Production Line page Future Products: Exotics (Aston Martin, Bentley, Ferrari, Lamborghini, Maserati, Rolls-Royce)</td>
</tr>
<tr>
<td>22</td>
<td>Sep 10</td>
<td>Remarking page Paris Auto Show preview Q&amp;A: Agency &amp; Marketing Executives Guide to Certified Pre-Owned Vehicle Programs Exclusively sponsored supplement Special Section: Marketing</td>
</tr>
<tr>
<td>29</td>
<td>Sep 17</td>
<td>Legal File National Auto Auction Association convention coverage Special Section: Design &amp; Technology</td>
</tr>
</tbody>
</table>

### EVENT

SEPT 23 Automotive News Marketing Seminar New York Bonus Distribution of Sept 22 Issue

[autonews.com](http://autonews.com)
**October**

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Sep 24</th>
<th>U.S. Sales Report – September Fixed Operations page Paris Auto Show coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Oct 1</th>
<th>Finance &amp; Insurance page Marketing page Q&amp;A: The Supplier Speaks</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Oct 8</th>
<th>Connected Car page Production Line page</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td></td>
<td>Special Section: Best Dealerships To Work For Close date: Sept 19</td>
</tr>
</tbody>
</table>

**November**

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Oct 22</th>
<th>Special Section: Fixed Operations SEMA Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Oct 29</th>
<th>U.S. Sales Report – October Finance &amp; Insurance page SEMA coverage Talk from the Top: Global Automaker Executives Special Section: Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Nov 5</th>
<th>Connected Car page Production Line page Los Angeles Auto Show preview</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td></td>
<td>Special Section: Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Nov 12</th>
<th>Remarketing page Legal File Talk from the Top: Global Automaker Executives Los Angeles Auto Show coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**December**

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Nov 19</th>
<th>Fixed Operations page Q&amp;A: The Dealer Speaks Automotive News All-Stars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Nov 24</th>
<th>U.S. Sales Report – November Marketing page Special Section: Finance &amp; Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td></td>
<td>Special Section: Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Dec 3</th>
<th>Connected Car page Production Line page</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td></td>
<td>Special Section: Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Dec 10</th>
<th>Remarketing page</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td></td>
<td>Special Section: Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Close date: Dec 17</th>
<th>2014: Year in review</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td></td>
<td>Special Section: Marketing</td>
</tr>
</tbody>
</table>

### Regular Weekly Features

In every issue, 52 times a year:

- Dealer Profiles
- Production Tables
- Final Assembly
- Keith Crain Column
- Incentive Tables

### Special Sections

In-depth special sections are great opportunities for targeted ad messages:

- 25 Years of NAIAS (Jan 6)
- Finance & Insurance (Mar 10, June 9, Sept 8, Dec 8)
- Marketing (Feb 10, May 10, Sept 22, Nov 10)
- 40 Under 40 – OEM/Suppliers (April 7)
- Mustang 50th Anniversary (April 14)
- 40 Under 40 – Retail (July 14)
- State of Suppliers (Aug 4)
- Design & Technology (Sept 29)
- Best Dealerships To Work For (Oct 20)
- Fixed Operations (Nov 3)
### DISPLAY ADVERTISING RATES & SPECIFICATIONS

**Four Color Rates**

The most frequently used ad sizes in regular issues are as follows:

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$21,785</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>41,705</td>
</tr>
<tr>
<td>Junior Page – 4 col. x 10”</td>
<td>15,955</td>
</tr>
<tr>
<td>Junior Spread – 8 col. x 10”</td>
<td>30,045</td>
</tr>
<tr>
<td>Half Page – 5 col. x 7”</td>
<td>14,565</td>
</tr>
<tr>
<td>Page One – 3 col. x 1”</td>
<td>8,040</td>
</tr>
</tbody>
</table>

**Earned Dollar Volume Discount**

<table>
<thead>
<tr>
<th>Gross Dollar Volume</th>
<th>Discount</th>
<th>Gross Dollar Volume</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $5,000</td>
<td>0%</td>
<td>$245,001 - $275,000</td>
<td>8%</td>
</tr>
<tr>
<td>$5,001 - $50,000</td>
<td>1%</td>
<td>$275,001 - $400,000</td>
<td>9%</td>
</tr>
<tr>
<td>$50,001 - $85,000</td>
<td>2%</td>
<td>$400,001 - $600,000</td>
<td>10%</td>
</tr>
<tr>
<td>$85,001 - $120,000</td>
<td>3%</td>
<td>$600,001 - $900,000</td>
<td>11%</td>
</tr>
<tr>
<td>$120,001 - $150,000</td>
<td>4%</td>
<td>$900,001 - $1,200,000</td>
<td>13%</td>
</tr>
<tr>
<td>$150,001 - $180,000</td>
<td>5%</td>
<td>$1,200,001 - $1,500,000</td>
<td>15%</td>
</tr>
<tr>
<td>$180,001 - $210,000</td>
<td>6%</td>
<td>$1,500,001 - $1,700,000</td>
<td>16%</td>
</tr>
<tr>
<td>$210,001 - $245,000</td>
<td>7%</td>
<td>$1,700,001 and above</td>
<td>20%</td>
</tr>
</tbody>
</table>

*6% discount for annual preps.

**Black & White Rates**

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$16,950</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>33,900</td>
</tr>
<tr>
<td>Junior Page – 4 col. x 10”</td>
<td>11,120</td>
</tr>
<tr>
<td>Junior Spread – 8 col. x 10”</td>
<td>22,240</td>
</tr>
<tr>
<td>Half Page – 5 col. x 7”</td>
<td>9,730</td>
</tr>
</tbody>
</table>

**Color Rates**

<table>
<thead>
<tr>
<th>Color Rates</th>
<th>Per Page</th>
<th>Per Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAAA Standard Colors (ads less than 35”)</td>
<td>$2,105</td>
<td>$3,145</td>
</tr>
<tr>
<td>Matched Color (ads less than 35”)</td>
<td>3,475</td>
<td>4,655</td>
</tr>
<tr>
<td>Four-Color Process (ads less than 35”)</td>
<td>4,835</td>
<td>7,805</td>
</tr>
<tr>
<td>Five Color (four-color process plus matched color) (ads less than 35”)</td>
<td>7,425</td>
<td>9,885</td>
</tr>
</tbody>
</table>

**NADA SHOW DAILIES – JAN 25, 26, 27**

The Automotive News Show Dailies are distributed at the annual convention of the National Automobile Dealers Association in New Orleans. Advertising rates for inclusion in all three show dailies (four-color) are as follows:

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>$16,610</td>
</tr>
<tr>
<td>Full Page</td>
<td>9,110</td>
</tr>
<tr>
<td>Junior Page – 4 col. x 10”</td>
<td>7,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>6,125</td>
</tr>
<tr>
<td>18”</td>
<td>3,150</td>
</tr>
<tr>
<td>15”</td>
<td>2,625</td>
</tr>
<tr>
<td>14”</td>
<td>2,450</td>
</tr>
<tr>
<td>10”</td>
<td>1,750</td>
</tr>
<tr>
<td>1 col. x 1”</td>
<td>175</td>
</tr>
</tbody>
</table>

All ads also appear in the Show Daily Digital Editions at no additional charge. Close date: Dec 20

**Specifications**

- **Publication Trim Size:** 10 7/16” x 14 1/2”
- **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” deep
- **Column Width:** 1 13/16” or 11 picas

Space is available in any number of columns or inches, with limitations on depth as noted, except that any ad exceeding 13” in depth will run and be billed at 14” full column depth. Space is sold in multiples of 1/4” per column with minimum space of one column inch.

**Bleed ads:** No extra charge for bleeds.

**Agency Commission:** 15% of gross billing allowed to recognized agencies for space, color and position provided account is paid within 30 days of invoice date.
The terms and conditions in this document 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/mediakit