

CLASSIFIED ADVERTISING RATES & SPECIFICATIONS

Rates effective Oct 1, 2016 (Rate card no. 84)

LINE ADS

Ads also appear online.

	1x	3x	6x	13x	26x	52x
4 Line (Minimum Size)	\$116	\$112	\$108	\$104	\$100	\$96
Additional Lines	29	28	27	26	25	24

For online ad placement, add \$50 per insertion. For online job ad placement, add \$110 per insertion.

DISPLAY ADS – BLACK & WHITE

	1x	3x	6x	13x	26x	52x
Rate Per Column Inch	\$293	\$272	\$249	\$235	\$205	\$175

For online ad placement, add \$50 per insertion. For online job ad placement, add \$110 per insertion. For premium online job ad placement, add \$300 per insertion. For color, add \$100 per insertion. For confidential box numbers, add \$50 per week.

JOBS BOARD

If you've got positions to fill, add *Automotive News'* online Jobs Board to your search efforts.



Select any of the print ad options above, then choose one of these two online posting options:

- Basic Online Posting: \$110
- Premium Posting: \$300

The Premium Posting optimizes your investment and puts your job in the inbox of thousands of automotive professionals!

Premium Posting includes:

- Job emailed to thousands of automotive professionals
- Premium 30 day posting
- Position near top of list on jobs board
- Vibrant highlighting on jobs board

2017 EMAIL SCHEDULE

- January 21
- February 18
- March 18
- April 22
- May 20
- June 17
- July 22
- August 19
- September 23
- October 21
- November 18
- December 16

Postings must be active on the date of the mailing in order to be included.

COMMONLY USED SIZES

Rates per insertion, black and white.

For online ad placement, add \$50 per insertion.

For online job ad placement, add \$110 per insertion.

For premium online job ad placement, add \$300 per insertion.

1 col. x 1"	\$293
1 col. x 1.5"	440
1 col. x 2"	586
1 col. x 3"	879
1 col. x 4"	1,172
2 col. x 2"	1,172
2 col. x 3"	1,758
2 col. x 5"	2,930
Eighth page – 2 col. x 4"	2,344
Quarter page – 3 col. x 6"	5,274
Half page – 5 col. x 7"	10,255

COLUMN MEASUREMENTS

Columns	Picas	Inches
1	11p	1 13/16" (1.832")
2	23p	3 13/16" (3.830")
3	35p	5 13/16" (5.829")
4	47p	7 13/16" (7.827")
5	59p	9 13/16" (9.826")

SPECIFICATIONS

Publication Trim Size: 10.437" x 14.5"

Confidential Box Numbers: \$50.00 per week

Classified Ad Close: 5:00 p.m., Monday – 7 days prior to the publication date

Discounts: 15% camera ready discount

Minimum Ad Size: Line ads – 4 lines

Display ads – 1 col. x 1"

Prepayment required for all ads

For full terms and conditions, go to www.autonews.com/mediakit

Automotive News

Be there.