

Detroit Auto Scene®

FIRST IN THE HEART OF DETROIT

"COVERS THE AUTOMOTIVE, TECHNOLOGY AND SUPPLIER COMMUNITY"

INQUIRE ABOUT LARGER SIZES OR SEE RETAIL RATE CARD • DEC. 1, 2014

M

The Oldest Free Newspaper in the U.S.

Detroit Auto Scene is the hometown weekly of the domestic auto industry, and the oldest free newspaper in the U.S. It is distributed to Chrysler in Auburn Hills and the technology firms and international companies there; and at GM Powertrain Headquarters in Pontiac and Orion Assembly. It is also distributed at GM World Headquarters in Detroit, and at Chrysler in Sterling Hts., Center Line, Warren and Detroit.

Detroit Auto Scene was established in 1933 as the *New Center News* in the city of Detroit, and 1983 as *Oakland Tech News - Wide Track News*.

Technical Specifications

Specs in Inches

columns per page 5 col.
page width 720 pt.
page depth 1,150 pt.
column width 136 pt.
margins 10 pt.
text insets 1 pt.

10 inches
15.972 inches
1.889 inches
0.139 inch

Column Widths

Widths in Inches

1 column 136 pt.
2 columns 282 pt.

1.889 inches
3.917 inches

Deadline: Thursday 5:00 p.m. Eastern Time for the next edition

DISCLAIMER REGARDING AD DEPTH – PLEASE READ

Ads are approximately 1/8 inch shorter than the measurement charged. This allows consistent spacing between ads to create an even appearance. In essence, the advertiser pays for this margin, and is assured of good placement on the page.

1 x 2

1 7/8" WIDE 1.889" OR 136 pt.

DEPTH 1.944" OR 140 pt.

- Exact Size as in Print -

\$ 25.78 OPEN NON-CONTRACT PRICE
\$ 24.50 PER WEEK OVER 4 WEEKS
\$ 24.10 PER WEEK OVER 7 WEEKS
\$ 23.72 PER WEEK OVER 13 WEEKS
\$ 23.34 PER WEEK OVER 27 WEEKS
\$ 22.94 PER WEEK OVER 52 WEEKS

1 x 1 1/4

1 7/8" WIDE 1.889" OR 136 pt.

DEPTH 1.111" OR 80 pt.

- Exact Size as in Print -

\$ 16.11 OPEN NON-CONTRACT PRICE

1 x 3

1 7/8" WIDE 1.889" OR 136 pt.

DEPTH 2.917" OR 210 pt.

- Exact Size as in Print -

\$ 38.67 OPEN NON-CONTRACT PRICE
\$ 36.75 PER WEEK OVER 4 WEEKS
\$ 36.36 PER WEEK OVER 7 WEEKS
\$ 35.97 PER WEEK OVER 13 WEEKS
\$ 35.58 PER WEEK OVER 27 WEEKS
\$ 35.19 PER WEEK OVER 52 WEEKS

1 x 4

1 7/8" WIDE 1.889" OR 136 pt.

DEPTH 3.889" OR 280 pt.

- Exact Size as in Print -

\$ 51.56 OPEN NON-CONTRACT PRICE
\$ 49.00 PER WEEK OVER 4 WEEKS
\$ 48.48 PER WEEK OVER 7 WEEKS
\$ 47.96 PER WEEK OVER 13 WEEKS
\$ 47.44 PER WEEK OVER 27 WEEKS
\$ 46.92 PER WEEK OVER 52 WEEKS

2 x 2 1/2

3 7/8" WIDE 3.917" OR 282 pt.

DEPTH 2.361" OR 170 pt.

- Exact Size as in Print -

\$ 64.45 OPEN NON-CONTRACT PRICE
\$ 61.25 PER WEEK OVER 4 WEEKS
\$ 60.60 PER WEEK OVER 7 WEEKS
\$ 59.95 PER WEEK OVER 13 WEEKS
\$ 59.30 PER WEEK OVER 27 WEEKS
\$ 58.65 PER WEEK OVER 52 WEEKS

2 x 3

3 7/8" WIDE 3.917" OR 282 pt.

DEPTH 2.917" OR 210 pt.

- Exact Size as in Print -

\$ 77.34 OPEN NON-CONTRACT PRICE
\$ 73.50 PER WEEK OVER 4 WEEKS
\$ 72.72 PER WEEK OVER 7 WEEKS
\$ 71.94 PER WEEK OVER 13 WEEKS
\$ 71.16 PER WEEK OVER 27 WEEKS
\$ 70.38 PER WEEK OVER 52 WEEKS

2 x 4

3 7/8" WIDE 3.917" OR 282 pt.

DEPTH 3.889" OR 280 pt.

- Exact Size as in Print -

\$ 103.12 OPEN NON-CONTRACT PRICE
\$ 98.00 PER WEEK OVER 4 WEEKS
\$ 95.92 PER WEEK OVER 7 WEEKS
\$ 93.84 PER WEEK OVER 13 WEEKS
\$ 91.76 PER WEEK OVER 27 WEEKS
\$ 89.68 PER WEEK OVER 52 WEEKS

MORE INFORMATION CALL 586-939-6800 OR VISIT US ON THE WEB
DetroitAutoScene.com click [Advertising Rates](#) for more sizes and prices.

Detroit Auto Scene, 31201 Chicago Rd. South #A-101, Warren, MI 48093