

A UNIQUE AND DISTINCTIVE ADVERTISING BUY

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Detroit Leads America to Prosperity

Detroit Auto Scene is distributed to GM World Headquarters in Detroit, GM Powertrain Headquarters in Pontiac, GM Orion Assembly and GM Hamtramck. It also goes to Chrysler and the technology firms and international companies in Auburn Hills, and Chrysler in Sterling Hts., Center Line, Warren and Detroit.

Tech Center News is the definitive paper of GM in Warren. It covers the Technical Center and the immediate area.

Detroit Auto Scene established 1933; *Tech Center News* est. 1976.

Technical Specifications

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.

Specs in Inches

10	inches
15.972	inches
1.889	inches
0.139	inch

Column Widths

1 column	136	pt.
2 columns	282	pt.

Widths in Inches

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 –

- \$ 42.80** OPEN NON-CONTRACT PRICE
- \$ 40.66** PER WEEK OVER 4 WEEKS
- \$ 40.24** PER WEEK OVER 7 WEEKS
- \$ 39.80** PER WEEK OVER 13 WEEKS
- \$ 39.38** PER WEEK OVER 27 WEEKS
- \$ 38.94** 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 –

\$ 26.70 OPEN NON-CONTRACT PRICE

1 x 4

1 7/8" WIDE 1.889" OR 136 pt.
DEPTH 3.889" OR 280 pt.
 – Exact Size as in Print –

- \$ 85.60** OPEN NON-CONTRACT PRICE
- \$ 81.32** PER WEEK OVER 4 WEEKS
- \$ 80.48** PER WEEK OVER 7 WEEKS
- \$ 79.60** PER WEEK OVER 13 WEEKS
- \$ 78.76** PER WEEK OVER 27 WEEKS
- \$ 77.88** PER WEEK OVER 52 WEEKS

1 x 3

1 7/8" WIDE 1.889" OR 136 pt.
DEPTH 2.917" OR 210 pt.
 – Exact Size as in Print –

- \$ 64.20** OPEN NON-CONTRACT PRICE
- \$ 60.99** PER WEEK OVER 4 WEEKS
- \$ 60.36** PER WEEK OVER 7 WEEKS
- \$ 59.70** PER WEEK OVER 13 WEEKS
- \$ 59.07** PER WEEK OVER 27 WEEKS
- \$ 58.41** 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 –

- \$ 107.00** OPEN NON-CONTRACT PRICE
- \$ 101.65** PER WEEK OVER 4 WEEKS
- \$ 100.60** PER WEEK OVER 7 WEEKS
- \$ 99.50** PER WEEK OVER 13 WEEKS
- \$ 98.45** PER WEEK OVER 27 WEEKS
- \$ 97.35** 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 –

- \$ 128.40** OPEN NON-CONTRACT PRICE
- \$ 121.98** PER WEEK OVER 4 WEEKS
- \$ 120.72** PER WEEK OVER 7 WEEKS
- \$ 119.40** PER WEEK OVER 13 WEEKS
- \$ 118.14** PER WEEK OVER 27 WEEKS
- \$ 116.82** 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 –

- \$ 171.20** OPEN NON-CONTRACT PRICE
- \$ 162.64** PER WEEK OVER 4 WEEKS
- \$ 159.20** PER WEEK OVER 7 WEEKS
- \$ 155.76** PER WEEK OVER 13 WEEKS
- \$ 152.40** PER WEEK OVER 27 WEEKS
- \$ 148.96** PER WEEK OVER 52 WEEKS