

## They Created Upward Social Mobility that Drives the Modern World

### The Oakland Technology Area Automotive Community, and The Auto Industry of Detroit

Hometown weekly of the domestic auto industry, *Detroit Auto Scene* is the oldest free newspaper in the United States.

*Detroit Auto Scene* is distributed to Chrysler locations in Auburn Hills, as well as to the technology firms, auto suppliers and international companies that comprise the Oakland Technology Area.

In addition, *Detroit Auto Scene* is distributed in the historic "Automotive Industrial Corridor" to Chrysler locations in Detroit, Warren, and Center Line, and to Chrysler in the Van Dyke Corridor of Sterling Heights; in the New Center Area of Detroit, where the newspaper originated in 1933 and GM Hamtramck Assembly, nearby.

*Detroit Auto Scene* is also distributed to General Motors World Headquarters in Detroit, GM Powertrain Headquarters in Pontiac, and to GM Orion Assembly.

#### CONSECUTIVE ADS

SIZE	COL. IN.	OPEN PRICE	NET COST PER WEEK TO RUN EVERY WEEK OVER THE DURATION				
			4 WKS	7 WKS	13 WKS	27 WKS	52 WKS
5 x 16	80 FULL P.	1031.20	938.40	907.20	876.80	845.60	814.40
4 x 12	48 JR P. *	618.72	563.04	544.32	526.08	507.36	488.64
3 x 16	48 *	618.72	563.04	544.32	526.08	507.36	488.64
5 x 8	40 HALF *	515.60	474.40	458.80	443.60	428.00	412.40
4 x 10	40 HALF P.	515.60	474.40	458.80	443.60	428.00	412.40
4 x 8	32	412.48	383.68	371.20	358.72	346.56	334.08
3 x 8	24 *	309.36	290.88	281.52	272.16	263.04	253.68
2 x 10	20 QTR P.	257.80	245.00	237.20	229.40	221.80	214.00
4 x 5	20 QTR P.	257.80	196.00	237.20	229.40	221.80	214.00
2 x 8	16 *	206.24	196.00	189.76	183.52	177.44	171.20
3 x 4	12 *	154.68	147.00	143.88	140.76	137.64	134.52
2 x 5	10 EIGHT P.	128.90	122.50	119.90	117.30	114.70	112.10
2 x 4	8 *	103.12	98.00	95.92	93.84	91.76	89.68
2 x 3	6	77.34	73.50	72.72	71.94	71.16	70.38
1 x 4	4	51.56	49.00	48.48	47.96	47.44	46.92
1 x 2	2	25.78	24.50	24.24	23.98	23.72	23.46
1 x 1.25	1.25	16.11	15.31	15.15	14.99	14.83	14.66

INCREMENTAL SIZES AND \*TRADITIONAL SIZES

### VIEW VISUAL EXAMPLES OF ADS

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Circulation *Detroit Auto Scene* 9,000

OPEN RATE: \$ 12.89 PER COLUMN INCH NET ALL RATES AND PRICES ARE NET

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

#### Technical Specifications

#### Specs in Inches

columns per page	5 col.		
page width	720 pt.	10 inches	
page depth	1,150 pt.	16 inches	
column width	136 pt.	1.889 inches	
margins	10 pt.	0.139 inch	
text insets	1 pt.		

#### CONTRACT RATES CONSECUTIVE

COLUMN INCHES PER WEEK	COL. INCHES	RATES FOR CONSECUTIVE ADS TO RUN OVER THE DURATION				
		4 WKS	7 WKS	13 WKS	27 WKS	52 WKS
48	COL. INCHES	11.73	11.34	10.96	10.57	10.18
40	COL. INCHES	11.86	11.47	11.09	10.70	10.31
32	COL. INCHES	11.99	11.60	11.21	10.83	10.44
24	COL. INCHES	12.12	11.73	11.34	10.96	10.57
16	COL. INCHES	12.25	11.86	11.47	11.09	10.70
8	COL. INCHES	12.25	11.99	11.73	11.47	11.21
1.25	COL. INCHES	12.25	12.12	11.99	11.86	11.73

#### CONTRACT RATES BULK

COLUMN INCHES	COL. INCHES	RATES TO USE AS DESIRED WITHIN THE DURATION				
		4 WKS	7 WKS	13 WKS	27 WKS	52 WKS
1,000	COL. INCHES				11.47	11.60
500	COL. INCHES			11.60	11.86	
250	COL. INCHES		11.86	12.12		
125	COL. INCHES	12.12				

#### Column Widths

#### Widths in Inches

1 column	136 pt.	1.889 inches
2 columns	282 pt.	3.917 inches
3 columns	428 pt.	5.944 inches
4 columns	574 pt.	7.972 inches
5 columns	720 pt.	10.000 inches

COLOR  
N/A

#### 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.

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