

Others Don't Get It. The Newspaper of the Tech Center and the Area.

Reach Those Who Are Working In the Auto Industry in the Tech Center Area of Warren

Tech Center News is the definitive newspaper of General Motors' presence in Warren. It covers the GM Technical Center and the immediate area.

Tech Center News was established by us in 1976, with its readership concentrated in Warren. The coverage area is from I-696 on the south to 14 Mile Road on the north, and three miles east and west of the Van Dyke Corridor.

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.	871.20	792.80	766.40	740.80	714.40	688.00
4 x 12	48 JR P. *	522.72	475.68	459.84	444.48	428.64	412.80
3 x 16	48 *	522.72	475.68	459.84	444.48	428.64	412.80
5 x 8	40 HALF *	435.60	400.80	387.60	374.80	361.60	348.40
4 x 10	40 HALF P.	435.60	400.80	387.60	374.80	361.60	348.40
4 x 8	32	348.48	324.16	313.60	303.04	292.80	282.24
3 x 8	24 *	261.36	245.76	237.84	229.92	222.24	214.32
2 x 10	20 QTR P.	217.80	207.00	200.40	193.80	187.40	180.80
4 x 5	20 QTR P.	217.80	207.00	200.40	193.80	187.40	180.80
2 x 8	16 *	174.24	165.60	160.32	155.04	149.92	144.64
3 x 4	12 *	130.68	124.20	121.56	118.92	116.28	113.64
2 x 5	10 EIGHTH P.	108.90	103.50	101.30	99.10	96.90	94.70
2 x 4	8 *	87.12	82.80	81.04	79.28	77.52	75.76
2 x 3	6	65.34	62.10	61.44	60.78	60.12	59.46
1 x 4	4	43.56	41.40	40.96	40.52	40.08	39.64
1 x 2	2	21.78	20.70	20.48	20.26	20.04	19.82
1 x 1.25	1.25	13.61	12.94	12.80	12.66	12.53	12.39

INCREMENTAL SIZES AND *TRADITIONAL SIZES

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Circulation *Tech Center News* 5,000

OPEN RATE: \$ 10.89 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.		

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

CONTRACT RATES	CONSECUTIVE	COLUMN INCHES PER WEEK	RATES FOR CONSECUTIVE ADS TO RUN OVER THE DURATION				
			4 WKS	7 WKS	13 WKS	27 WKS	52 WKS
		48 COL. INCHES	9.91	9.58	9.26	8.93	8.60
		40 COL. INCHES	10.02	9.69	9.37	9.04	8.71
		32 COL. INCHES	10.13	9.80	9.47	9.15	8.82
		24 COL. INCHES	10.24	9.91	9.58	9.26	8.93
		16 COL. INCHES	10.35	10.02	9.69	9.37	9.04
		8 COL. INCHES	10.35	10.13	9.91	9.69	9.47
		1.25 COL. INCHES	10.35	10.24	10.13	10.02	9.91
CONTRACT RATES	BULK	COLUMN INCHES	RATES TO USE AS DESIRED WITHIN THE DURATION				
		1,000 COL. INCHES				9.69	9.80
		500 COL. INCHES			9.80	10.02	
		250 COL. INCHES		10.02	10.24		
		125 COL. INCHES	10.24				

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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