

Metro Detroit is Working, and Leading America Back to Prosperity.

Reach the Auto Industry of Detroit, The Tech Center Area of Warren, And the Oakland Technology Area

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.

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.	1712.00	1557.60	1506.40	1455.20	1404.00	1352.80
4 x 12	48 JR P. *	1027.20	934.56	903.84	873.12	842.40	811.68
3 x 16	48 *	1027.20	934.56	903.84	873.12	842.40	811.68
5 x 8	40 HALF *	856.00	787.60	762.00	736.00	710.40	684.80
4 x 10	40 HALF P.	856.00	787.60	762.00	736.00	710.40	684.80
4 x 8	32	684.80	636.80	616.32	595.84	575.36	554.56
3 x 8	24 *	513.60	482.88	467.28	451.92	436.56	421.20
2 x 10	20 QTR P.	428.00	406.60	393.80	381.00	368.00	355.20
4 x 5	20 QTR P.	428.00	406.60	393.80	381.00	368.00	355.20
2 x 8	16 *	342.40	325.28	315.04	304.80	294.40	284.16
3 x 4	12 *	256.80	243.96	238.80	233.64	228.60	223.44
2 x 5	10 EIGHTH P.	214.00	203.30	199.00	194.70	190.50	186.20
2 x 4	8 *	171.20	162.64	159.20	155.76	152.40	148.96
2 x 3	6	128.40	121.98	120.72	119.40	118.14	116.82
1 x 4	4	85.60	81.32	80.48	79.60	78.76	77.88
1 x 2	2	42.80	40.66	40.24	39.80	39.38	38.94
1 x 1.25	1.25	26.75	25.41	25.15	24.88	24.61	24.34

INCREMENTAL SIZES AND *TRADITIONAL SIZES

VISUAL EXAMPLES at detroitautoscene.com/prices If you're viewing this on the web [CLICK HERE](#)

Circulation *Tech Center News* 5,000
 Detroit Auto Scene 9,000

Total Circulation 14,000

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

OPEN RATE: \$ 21.40 PER COLUMN INCH NET ALL RATES AND PRICES ARE NET

CONTRACT RATES CONSECUTIVE	4 WKS	7 WKS	13 WKS	27 WKS	52 WKS
COLUMN INCHES PER WEEK	RATES FOR CONSECUTIVE ADS TO RUN OVER THE DURATION				
48 COL. INCHES	19.47	18.83	18.19	17.55	16.91
40 COL. INCHES	19.69	19.05	18.40	17.76	17.12
32 COL. INCHES	19.90	19.26	18.62	17.98	17.33
24 COL. INCHES	20.12	19.47	18.83	18.19	17.55
16 COL. INCHES	20.33	19.69	19.05	18.40	17.76
8 COL. INCHES	20.33	19.90	19.47	19.05	18.62
1.25 COL. INCHES	20.33	20.12	19.90	19.69	19.47

CONTRACT RATES BULK	4 WKS	7 WKS	13 WKS	27 WKS	52 WKS
COLUMN INCHES	RATES TO USE AS DESIRED WITHIN THE DURATION				
1,000 COL. INCHES				19.05	19.26
500 COL. INCHES			19.26	19.69	
250 COL. INCHES		19.69	20.12		
125 COL. INCHES	20.12				

COLOR UPON REQUEST TO THE PUBLISHER **PREMIUMS** UPON REQUEST **NATIONAL RATES/PRICES**
CMYK 4-COLOR PROCESS \$292.50 BACK COVER FULL PAGE 10% ADD 17.65% AGY. COM.

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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