

## 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 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 8	16 *	206.24	196.00	189.76	183.52	177.44	171.20

INCREMENTAL SIZES AND \*TRADITIONAL SIZES

**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

#### 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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