

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			NET COST PER WEEK TO RUN EVERY WEEK OVER THE DURATION				
SIZE	COL. IN.	OPEN PRICE	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 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 8	16 *	174.24	165.60	160.32	155.04	149.92	144.64

INCREMENTAL SIZES AND *TRADITIONAL SIZES

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.		

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	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

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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Detroit Auto Scene - Tech Center News