

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 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 8	16 *	342.40	325.28	315.04	304.80	294.40	284.16

INCREMENTAL SIZES AND *TRADITIONAL SIZES

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

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

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.

Advertising Department - Springer Publishing Co., Inc
31201 Chicago Rd South #A-101, Warren, Michigan 48093

Detroit Auto Scene - Tech Center News