

## List Your Business in the Tech Center News and Detroit Auto Scene

### With a Display Ad for as Little as **\$22.55 per Week**

*Detroit Auto Scene - Tech Center News* is the newspaper of our home-grown auto industry. Originally founded by us in Detroit as the *New Center News* in 1933, *Detroit Auto Scene* is the oldest free circulation [controlled] newspaper in the United States, and is published weekly by Springer Publishing Company, Inc.

*Tech Center News* was established by us in 1976 to cover the area surrounding and including the General Motors Technical Center in Warren.

The "Oakland Technology" automotive community and Chrysler Headquarters and Technology Center in Auburn Hills; GM Powertrain Headquarters in Pontiac; the GM Proving Ground near Milford; and GM Orion Assembly comprise the core coverage area of *Detroit Auto Scene*.

The combined newspaper also reaches Chrysler in Detroit, Warren and Sterling Heights; General Motors Headquarters at the Renaissance Center; GM's Detroit/Hamtramck Assembly Center, home of the Volt; Ford facilities in Macomb County; and select suppliers, businesses and restaurants in the area.

In addition, Springer Publishing maintains a website at [www.TechCenterNews.com](http://www.TechCenterNews.com) and [www.DetroitAutoScene.com](http://www.DetroitAutoScene.com). Every page of the newspaper is available online, optimized for fast download, complete with stories and ads. It's a nice way for your business to have a web presence, through us.

**CONTACT THE AD DEPT**[Ads@SpringerPublishing.com](mailto:Ads@SpringerPublishing.com)

FIRST AD RUN DATE

FINAL AD RUN DATE

SIZE COST PER WEEK

- 1 - 1/2 INCH \$ 22.55
- 2 - 1/2 INCH 37.58

authorized signature \_\_\_\_\_ date \_\_\_\_\_  
 Springer Publishing Co., Inc.



**Maxstate**  
INSURANCE  
**Detroit Area**  
**000-000-0000**  
*John Smyth*  
johnsmyth@maxstate.com

1-1/2 INCH AD\*

**These affordable ads keep your name in the public eye, like a sign. The larger size has room for a standing message. For larger display adss, refer to the Retail Rate Card.**

Cut your Cost,  
Not your Coverage.  
Think of Us First.



**Maxstate**  
INSURANCE  
**Detroit Area**  
**000-000-0000**  
*John Smyth*  
johnsmyth@maxstate.com

2-1/2 INCH AD\*

 corp. name  reg. assumed name  proprietorship  LLC

street and number

Suite #

P.O. Box #

city, state, zip

contact

telephone &amp; ext. #

email address

**ABOUT THIS AGREEMENT** – The prices in this agreement are 52-week rate, to run weekly over one year or "TF" ("til forbid).

**TERMS OF PAYMENT** – Payment is due within 30 days upon receipt of the monthly invoice.

authorized signature \_\_\_\_\_ date \_\_\_\_\_  
 Advertiser

**Advertising - Corp. Office**  
 Springer Publishing Co., Inc.  
 31201 Chicago Road South  
 Warren, Michigan 48093  
 586-939-6800  
[Ads@SpringerPublishing.com](mailto:Ads@SpringerPublishing.com)

**\*DISCLAIMER REGARDING AD DEPTH – PLEASE READ**

In some cases, the ad that runs within the columns of the newspaper may lack up to 10 points in depth from the inch depth that appears on the rate card. This is not due to any "shrinkage" from make-up to print, but rather due to the fact that we build the newspaper pages in point measurement, not inch measurement.

There is no consistent conversion from points to inches that can accommodate the many different size ads that run. In order to have consistent spacing between ads sitting atop one another, this extra space is necessary, just as there are 9 point margins between columns.

There are 72 points to the inch; 9 points equals an eighth of an inch. Springer Publishing, Inc. builds its newspaper pages on a decimalized point system.