

Low Rates for Our 'Consecutive' Advertisers and a New Web Presence

Reach the People of the Auto Industry: The Readership of *Detroit Auto Scene* And *Tech Center News*, as One Ad Buy

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 and 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.

SIZE	COL. IN.	OPEN	7 WEEKS	13 WEEKS	27-52 WKS
			COST OF AD PER WEEK CONSECUTIVE		
6 x 20	FULL PG.	2191.20	1792.80	1731.60	1676.40
4 x 20	80	1460.80	1195.20	1154.40	1117.60
6 x 13.25	79.5	1451.67	1187.73	1147.19	1110.62
5 x 13.25	66.25	1209.73	995.08	965.26	938.10
4 x 16.5	66	1205.16	991.32	961.62	934.56
3 x 20	1/2 PG.	1095.60	901.20	874.20	849.60
4 x 13.25	53	967.78	796.06	772.21	750.48
3 x 16.5	49.5	903.87	743.49	721.22	700.92
4 x 10	JR. PG.	730.40	600.80	582.80	566.40
3 x 13.25	39.75	725.84	597.05	579.16	562.86
6 x 6.5	39	712.14	585.78	568.23	552.24
3 x 10	1/4 PG.	547.80	453.00	441.30	430.80
2 x 13.25	26.5	483.89	400.15	389.82	380.54
4 x 6.5	26	474.76	392.60	382.46	373.36
4 x 5	20	365.20	302.00	294.20	287.20
2 x 10	20	"	"	"	"
3 x 6.5	19.5	356.07	294.45	286.85	280.02
3 x 5	1/8 PG.	273.90	204.45	223.05	218.55
2 x 6.5	13	237.38	177.19	193.31	189.41
2 x 5	10	182.60	136.30	148.70	145.70
3 x 3.25	9.75	178.04	132.89	144.98	142.06
2 x 3.25	6.5	118.69	99.26	97.63	96.14
1 x 6.5	6.5	"	"	"	"
1 x 5	5	91.30	76.35	75.10	73.95
1 x 3.25	3.25	59.35	50.44	49.34	48.85
1 x 2.5	2.5	45.65	38.80	38.80	37.58
1 x 1.5	1.5	27.39	23.28	23.28	22.55

OPEN RATE NON-CONTRACT: \$ 18.26 PER COLUMN INCH

COLUMN INCHES PER WEEK CONSECUTIVE		7 WEEKS	13 WEEKS	27-52 WKS
		OVER THE SPECIFIED TIME PERIOD		
79.5	col. in. or more	14.94	14.43	13.97
39	col. in. or more	15.02	14.57	14.16
19.5	col. in. or more	15.10	14.71	14.36
9.75	col. in. or more	15.18	14.87	14.57
5	col. in. or more	15.27	15.02	14.79
3.5	col. in. or more	15.52	15.18	15.03
1.5	col. in. or more	15.52	15.52	15.03

COLUMN INCHES TO USE AS DESIRED		13 WEEKS	27 WEEKS
		WITHIN THE SPECIFIED TIME	
560	col. in. or more	17.31	17.67
280	col. in. or more	17.49	17.77
140	col. in. or more	17.67	17.86
70	col. in. or more	17.87	17.96

COLOR IN THIS PROGRAM
CMYK 4-COLOR PROCESS \$ 288.60

CONTACT THE AD DEPT
Ads@SpringerPublishing.com

Circulation

Detroit Auto Scene - Tech Center News 20,000

Deadline

Thursday 5:00 p.m. for the next edition of Monday

Technical Specifications

Specs in Inches

columns per page	6 col.		
page width	783 pt.	10.875	inches
page depth	1,440* pt.	20.0	inches
column width	123 pt.	1.708	inches
margins	9 pt.	.125	inch
text insets	1 pt.		

Column Widths

Widths in Inches

1 column	123 pt.	1.708	inches
2 columns	255 pt.	3.542	inches
3 columns	387 pt.	5.375	inches
4 columns	519 pt.	7.208	inches
5 columns	651 pt.	9.042	inches
6 columns	783 pt.	10.875	inches

Advertising - Corp. Office

Springer Publishing Co., Inc.
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Warren, Michigan 48093

586-939-6800

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.