

# Detroit Auto Scene®

## Tech Center News®

ads@DetroitAutoScene.com

STANDARD ADVERTISING RATES AND PRICES

December 2, 2019

### Detroit Auto Scene - Tech Center News R.O.P.

It's the oldest free newspaper in the United States. It began in 1933 as the *New Center News* in Detroit's uptown district district by that name. A free newspaper was a new concept, and a business paper at that.

We have also published the *Tech Center News* since 1976. It has been the definitive newspaper of General Motors' presence in Warren, Michigan.

South from the Walter P. Reuther Freeway (I-696), the *Detroit Auto Scene* reaches Chrysler/Mopar, the Jefferson Ave. complex, as well as GM at Ren Cen, and Detroit/Hamtramck.

*Tech Center News'* coverage has always been specific to our readers at the General Motors Technical Center, and immediate area. However the *Tech Center News* is now combined with *Detroit Auto Scene*, due in part to the desire among our readers for broader news coverage..

To the north, Auburn Hills,

Pontiac, Orion Twp. and Sterling Hts. is also a part of our readership area at FCA, Ford, GM and the suppliers.

### SIZES

#### CONSECUTIVE ADS

SIZE	COL. IN.	OPEN PRICE	DETROIT AUTO SCENE - TECH CENTER NEWS RUN OF PAPER (R.O.P.) NET PRICE PER CONSECUTIVE WEEK		
			4 WKS	13 WKS	52 WKS
5 x 16	80 FULL P.	1680.00	1528.80	1428.00	1327.20
4 x 12	48 JR. P.	1008.00	917.28	856.80	796.32
3 x 16	48	1008.00	917.28	856.80	796.32
5 x 8	40 HALF P.	840.00	772.80	722.40	672.00
4 x 10	40 HALF P.	840.00	772.80	722.40	672.00
4 x 8	32	672.00	624.96	584.64	544.32
3 x 8	24	504.00	473.76	443.52	413.28
2 x 10	20 QTR P.	420.00	399.00	373.80	348.60
4 x 5	20 QTR P.	420.00	399.00	373.80	348.60
2 x 8	16	336.00	319.20	299.04	278.88
3 x 4	12	252.00	239.40	229.32	219.24
2 x 5	10 EIGHTH	210.00	199.50	191.10	182.70
2 x 4	8	168.00	159.60	152.88	146.16
2 x 3	6	126.00	119.70	117.18	114.66
1 x 4	4	84.00	79.80	78.12	76.44
1 x 2	2	42.00	39.90	39.06	38.22
1 x 1.25	1.25	26.25	24.94	24.41	23.89

#### CONSECUTIVE RATES

COLUMN IN.	PER WEEK	OPEN RATE	RATES - CONSECUTIVE: RUN WEEKLY		
			4 WKS	13 WKS	52 WKS
48		21.00	19.11	17.85	16.59
40			19.32	18.06	16.80
32			19.53	18.27	17.01
24			19.74	18.48	17.22
16			19.95	18.69	17.43
8				19.11	18.27
1.25	COL. INCHES			19.53	19.11

#### BULK RATES

COLUMN INCHES		RATES - BULK: RUN AS DESIRED		
		4 WKS	13 WKS	52 WKS
1,000	COL. INCHES			18.90
500			18.90	
250	circulation		19.74	
125	12,400	19.74		

DEADLINE 5 P.M. THURSDAY for the next issue of Monday

COLOR CHARGE 17% for cymk 4-color process

#### Circulation

<i>Detroit Auto Scene - Tech Center News</i>	
<i>Detroit Auto Scene segment</i>	8,500
<i>Tech Center News segment</i>	3,900

#### Technical Specifications

columns per page	5	col.	inches
page width	720	pt.	10
page depth	1,150	pt.	16
column width	136	pt.	1.889
margins	10	pt.	0.139

#### Column Widths

1 column	136	pt.	1.889 in.
2 columns	282	pt.	3.917
3 columns	428	pt.	5.944
4 columns	574	pt.	7.972
5 columns	720	pt.	10.000

R.O.P. Total Readership 12,400

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

#### DISCLAIMER REGARDING AD DEPTH

Ads are approximately 1/8 inch shorter than the measurement charged. This allows consistent spacing between ads to create an even appearance.