

WARREN, MICHIGAN

"Covers the Hub of Macomb County's Auto Industry"

Tech Center News: Classic Tabloid

The *Tech Center News* is the definitive newspaper of the General Motors presence in Warren, Michigan.

Its coverage is specific to our readers at the General Motors Technical Center, and the newspaper is also distributed

in the area surrounding the Tech Center.

The *Tech Center News* was founded by us in 1976, and we have never missed a week of publication.

ads@TechCenterNews.com

SIZES

CONSECUTIVE ADS

SIZE	COL. IN.	OPEN PRICE	TECH CENTER NEWS WARREN, MICHIGAN NET PRICE PER CONSECUTIVE WEEK		
			4 WKS	13 WKS	52 WKS
5 x 16	80 FULL P.	840.00	764.80	714.40	664.00
4 x 12	48 JR. P.	504.00	458.88	428.64	398.40
3 x 16	48	504.00	458.88	428.64	398.40
5 x 8	40 HALF P.	420.00	386.40	361.20	336.00
4 x 10	40 HALF P.	420.00	386.40	361.20	336.00
4 x 8	32	336.00	312.64	292.48	272.32
3 x 8	24	252.00	236.88	221.76	206.64
2 x 10	20 QTR P.	210.00	199.60	187.00	174.40
4 x 5	20 QTR P.	210.00	199.60	187.00	174.40
2 x 8	16	168.00	159.68	149.60	139.52
3 x 4	12	126.00	119.76	114.72	109.68
2 x 5	10 EIGHTH	105.00	99.80	95.60	91.40
2 x 4	8	84.00	79.84	76.48	73.12
2 x 3	6	63.00	59.88	58.62	57.36
1 x 4	4	42.00	39.92	39.08	38.24
1 x 2	2	21.00	19.96	19.54	19.12
1 x 1.25	1.25	13.13	12.48	12.21	11.95

CONSECUTIVE RATES

COLUMN IN. PER WEEK	OPEN RATE	RATES - CONSECUTIVE: RUN WEEKLY		
		4 WKS	13 WKS	52 WKS
48	10.50	9.56	8.93	8.30
40		9.66	9.03	8.40
32		9.77	9.14	8.51
24		9.87	9.24	8.61
16		9.98	9.35	8.72
8			9.56	9.14
1.25 COL. INCHES			9.77	9.56

BULK RATES

COLUMN INCHES	RATES - BULK: RUN AS DESIRED		
	4 WKS	13 WKS	52 WKS
1,000			9.45
500		9.45	
250		9.87	
125 COL. INCHES	9.87		

COLOR CHARGE 20% CMYK 4-COLOR PROCESS

DEADLINE 5 P.M. THURSDAY FOR THE NEXT EDITION

Circulation

Tech Center News 4,500

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

Advertising Department – Springer Publishing Co., Inc.
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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.