

WEB ADVERTISING

TechCenterNews.com

**Take A Traditional Approach to Advertising
With the *Tech Center News* on the Web.
The Site techcenternews.com Is Special,
With News Content and Newspaper Style!**

A note from the publisher:

This web site is fashioned after the newspaper known as the *Tech Center News*.

Web ads are in the tradition of newspaper ads, and are produced by us, or accepted as "camera-ready" art from you (see specs below).

Run times will begin on a monthly basis, in unison with the newspaper publication date, now monthly, around the second Monday of the month.

The ads can link to your web site or eMail address; your choice.

Standing links are planned

for the near future, as well.

A "dynamic" data-based site for *Detroit Auto Scene* will start on Oct. 11. It will be linked to techcenternews.com.

1 COL x 5 1/4"

SPECS FOR PDF/JPEG:
184 x 380 pt/px
2.556" x 5.278"

\$200

1 COL x 2 1/2"

SPECS FOR PDF/JPEG:
184 x 180 pt/px
2.556" x 2.5"

\$100

2 COL x 2 1/2"

SPECS FOR PDF/JPEG:
388 x 180 pt/px
5.389" x 2.5"

\$200

PRINT AD PRICES

OPEN RATE: \$ 23.18 PER COLUMN INCH NET

PRICES SIZE	COL. IN.	AT OPEN RATE	AND AT DISCOUNTED CONSECUTIVE RATES		
			3 MONTH	6 MONTH	12 MO.
5 x 16	80 FULL P.	1854.40	1687.20	1576.00	1464.80
4 x 12	48 JR P. *	1112.64	1012.32	945.60	878.88
3 x 16	48 *	1112.64	1012.32	945.60	878.88
5 x 8	40 HALF *	927.20	853.20	797.20	741.60
4 x 10	40 HALF P.	927.20	853.20	797.20	741.60
4 x 8	32	741.76	689.92	645.44	600.96
3 x 8	24 *	556.32	522.96	489.60	456.24
2 x 10	20 QTR P.	463.60	440.40	412.60	384.80
4 x 5	20 QTR P.	463.60	440.40	412.60	384.80
2 x 8	16 *	370.88	352.32	330.08	307.84
3 x 4	12 *	278.16	264.24	253.08	242.04
2 x 5	10 EIGHTH P.	231.80	220.20	210.90	201.70
2 x 4	8 *	185.44	176.16	168.72	161.36
2 x 3	6	139.08	132.12	129.36	126.54
1 x 4	4	92.72	88.08	86.24	84.36
1 x 2	2	46.36	44.04	43.12	42.18
1 x 1.25	1.25	28.98	27.53	26.95	26.36

INCREMENTAL SIZES AND *TRADITIONAL SIZES

Deadline: Thursday 5:00 p.m. for the print edition.

Technical Specifications

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.		

Specs in Inches

Column Widths

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

Widths in Inches

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.
P.O. Box 1046, Chesterfield Twp., Michigan 48047

Est. 1933 by the New Center News, Detroit