

Detroit Auto Scene plus Tech Center News

It's the oldest free newspaper in the U.S.A. – and possibly the world. It began in 1933 as the *New Center News*.

We've also published the *Tech Center News* since 1976. It's the definitive newspaper of General Motors' presence

in Warren, Michigan.

Since there are two zoned editions of *Detroit Auto Scene*, you can combine either or both with the *Tech Center News* to segment the market any way you like.

ads@DetroitAutoScene.com

Metro-Detroit and Oakland-North-Macomb: The zoned editions of Detroit Auto Scene

The Metro edition runs south of I-696 from Mopar to Jefferson and Ren Cen.

The North zone reaches into Sterling Heights, Auburn Hills, Pontiac and Orion Twp., for readers at FCA, Ford, GM and

in the supplier community.

Occasionally during auto industry shutdowns and at holidays, *Detroit Auto Scene* may publish as one edition. Zoned ads would run in both editions at no additional charge.

SIZES		DETROIT AUTO SCENE (R.O.P.) BOTH EDITIONS PLUS THE TECH CENTER NEWS (FULL RUN)				DET. AUTO SCENE METRO-DETROIT PLUS THE TECH CENTER NEWS			DET. AUTO SCENE OAKLAND-MACOMB PLUS THE TECH CENTER NEWS		
CONSECUTIVE ADS		NET PRICE PER CONSECUTIVE WEEK				CONSECUTIVE PRICES			CONSECUTIVE PRICES		
SIZE	COL. IN.	OPEN PRICE	4 WKS	13 WKS	52 WKS	OPEN PRICE	13 WKS	52 WKS	OPEN PRICE	13 WKS	52 WKS
5 x 16	80 FULL P.	1760.00	1601.60	1496.00	1390.40	1224.00	1040.80	967.20	1512.00	1285.60	1194.40
4 x 12	48 JR. P.	1056.00	960.96	897.60	834.24	734.40	624.48	580.32	907.20	771.36	716.64
3 x 16	48	1056.00	960.96	897.60	834.24	734.40	624.48	580.32	907.20	771.36	716.64
5 x 8	40 HALF P.	880.00	809.60	756.80	704.00	612.00	526.40	489.60	756.00	650.00	604.80
4 x 10	40 HALF P.	880.00	809.60	756.80	704.00	612.00	526.40	489.60	756.00	650.00	604.80
4 x 8	32	704.00	654.72	612.48	570.24	489.60	425.92	396.48	604.80	526.08	489.92
3 x 8	24	528.00	496.32	464.64	432.96	367.20	323.04	301.20	453.60	399.12	372.00
2 x 10	20 QTR P.	440.00	418.00	391.60	365.20	306.00	272.40	254.00	378.00	336.40	313.80
4 x 5	20 QTR P.	440.00	418.00	391.60	365.20	306.00	272.40	254.00	378.00	336.40	313.80
2 x 8	16	352.00	334.40	313.28	292.16	244.80	217.92	203.20	302.40	269.12	251.04
3 x 4	12	264.00	250.80	240.24	229.68	183.60	167.04	159.72	226.80	206.40	197.28
2 x 5	10 EIGHTH	220.00	209.00	200.20	191.40	153.00	139.20	133.10	189.00	172.00	164.40
2 x 4	8	176.00	167.20	160.16	153.12	122.40	111.36	106.48	151.20	137.60	131.52
2 x 3	6	132.00	125.40	122.76	120.12	91.80	85.38	83.52	113.40	105.48	103.20
1 x 4	4	88.00	83.60	81.84	80.08	61.20	56.92	55.68	75.60	70.32	68.80
1 x 2	2	44.00	41.80	40.92	40.04	30.60	28.46	27.84	37.80	35.16	34.40
1 x 1.25	1.25	27.50	26.13	25.58	25.03	19.13	17.79	17.40	23.63	21.98	21.50
CONSECUTIVE RATES		RATES - CONSECUTIVE: RUN WEEKLY				RATES - CONSECUTIVE			RATES - CONSECUTIVE		
COLUMN IN.	PER WEEK	OPEN RATE	4 WKS	13 WKS	52 WKS	OPEN RATE	13 WKS	52 WKS	OPEN RATE	13 WKS	52 WKS
48		22.00	20.02	18.70	17.38	15.30	13.01	12.09	18.90	16.07	14.93
40			20.24	18.92	17.60		13.16	12.24		16.25	15.12
32			20.46	19.14	17.82		13.31	12.39		16.44	15.31
24			20.68	19.36	18.04		13.46	12.55		16.63	15.50
16			20.90	19.58	18.26		13.62	12.70		16.82	15.69
8				20.02	19.14		13.92	13.31		17.20	16.44
1.25	COL. INCHES			20.46	20.02		14.23	13.92		17.58	17.20
BULK RATES		RATES - BULK: RUN AS DESIRED				RATES - BULK		RATES - BULK			
COLUMN INCHES		4 WKS	13 WKS	52 WKS		13 WKS	52 WKS	13 WKS	52 WKS		
1,000				19.80			13.77		17.01		
500			19.80			13.77		17.01			
250			20.68			14.38		17.77			
125	COL. INCHES	20.68									

COLOR CHARGE 20% CMYK 4-COLOR PROCESS

DEADLINE 5 P.M. THURSDAY FOR THE NEXT EDITION

Circulation

Detroit Auto Scene
Metropolitan (the original) 2,500
Oakland-North-Macomb 5,000
Tech Center News-Warren 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.
 31201 Chicago Rd South #A-101, Warren, Michigan 48093

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.