

2013 Display Advertising Rates: 4 Color / Gross Rates

Integrated Media Bundles

For special *Integrated Media Bundle* pricing – contact your AD&P sales rep.

	1x	3x	6x	9x	18x
Full Page	\$6,695	\$6,200	\$5,700	\$5,400	\$5,150
1/2 Island	\$5,200	\$4,900	\$4,650	\$4,750	\$4,550
1/2 Page	\$4,450	\$4,250	\$4,050	\$3,850	\$3,650
1/3 Page	\$3,500	\$3,350	\$3,200	\$3,050	\$2,600
1/4 Page	\$3,100	\$2,975	\$2,875	\$2,775	\$2,375
Spread	\$9,500	\$9,100	\$8,700	\$8,300	\$7,800

Please contact your representative for matched, 2-color and black & white rates.

Premium Cover Positions

4 Color / Gross Rates

Inside Front \$7,100

Inside Back \$7,300

Back \$7,500

Submitting Digital Display Advertising

Combination Rates

Advertisers may combine their total number of insertions in *Automotive Design & Production* with any other Gardner Business Media, Inc. periodicals or websites during the same 12-month period to earn the best frequency discount.

Multiple Page Discounts

Substantial discounts are available to advertisers running multiple pages. Consult the publisher or your sales representative for details.

Agency Commission

15% commission is allowed on display advertisements if ad material is furnished to our specifications and payment is received within 30 days.

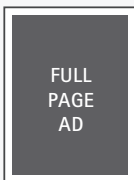
How To Submit Files

- Upload files at:
<http://files.gardnerweb.com>
Recipient: Becky Helton (AD&P Advertising)
- Email files to: (5 MB max)
bhelton@gardnerweb.com
- Ship CD/proofs to:
Advertising Department
Automotive Design & Production
6915 Valley Ave
Cincinnati, OH 45244

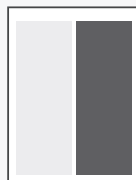
Additional Advertising Information

Contact: Becky Helton
(513) 527-8800
bhelton@gardnerweb.com

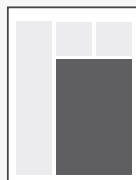
AD SPECIFICATIONS



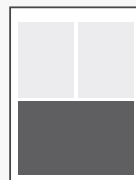
Bleed: 8.375"W x 11"H
(214mm x 281mm)
Trim: 7.875"W x 10.5"H
(200mm x 267mm)
Live Area: 7.375"W x 10"H
(187mm x 254mm)



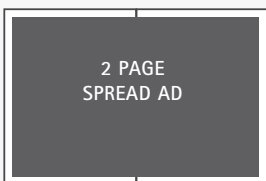
1/2 PG Vertical
3.25"W x 9.125"H
(83mm x 232mm)



1/2 PG Island
4.375"W x 6.875"H
(111mm x 175mm)



1/2 PG Horizontal
6.875"W x 4.375"H
(175mm x 111mm)



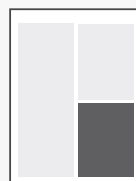
Bleed: 16.25"W x 11"H
(414mm x 281mm)
Trim: 15.75"W x 10.5"H
(400mm x 267mm)
Live area: 15.25"W x 10"H
(387mm x 254mm)



1/3 PG Vertical
2.25"W x 9.125"H
(57mm x 232mm)



1/3 PG Square
4.375"W x 4.375"H
(111mm x 111mm)



1/4 PG VERTICAL
3.25"W x 4.375"H
(83mm x 111mm)