



**GM**  
INVESTMENT

**\$2 BILLION**

investment in 17 U.S. plants

**\$328 million**

retool Flint, MI, truck plant

**\$287 million**

Toledo, OH, transmission plant

**\$32 million**

Bedford, IN, tool & die facility

**\$15-20 million**

Wyoming, MI, component plant

## 2012 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	\$6,500	\$6,000	\$5,500	\$5,250	\$5,000
1/2 Island	\$5,050	\$4,800	\$4,650	\$4,550	\$4,400
1/2 Page	\$4,300	\$4,100	\$3,900	\$3,700	\$3,500
1/3 Page	\$3,400	\$3,250	\$3,100	\$2,950	\$2,500
1/4 Page	\$3,000	\$2,900	\$2,800	\$2,700	\$2,300
Spread	\$9,300	\$8,900	\$8,500	\$8,100	\$7,600

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

### Premium Cover Positions

Gross Rates	
Inside Front	\$7,100
Inside Back	\$7,300
Back	\$7,500

## Ad Specifications



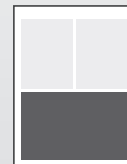
Bleed: 8.375"W x 11"H  
214 mm x 281 mm  
Trim: 7.875"W x 10.5"H  
200 mm x 267 mm  
Live Area: 7.375"W x 10"H  
187 mm x 254 mm



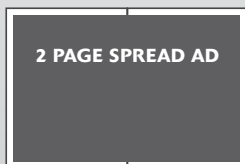
1/2 PG Vertical  
3.25"W x 9.125"H  
83 mm x 232 mm



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



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



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



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



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



1/4 PG Vertical  
3.25"W x 4.375"H  
83 mm x 111 mm

## Additional Advertising Information

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

## Submitting Digital Display Advertising

### Combination Rates

Advertisers may combine their total number of insertions in *Automotive Design & Production* with any other Gardner Publications, 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.

### Preferred Print-Ready

#### File Requirements

Please submit print advertisements as an Adobe PDF/X-1a file.



### How To Submit Files

1. Upload files at: (20 MB max)  
gardnerweb.com/upload
2. Email files to: (5 MB max)  
bhelton@gardnerweb.com
3. Ship CD/proofs to:  
Advertising Department  
Automotive Design & Production  
6915 Valley Ave.  
Cincinnati, OH 45244