

NADA's AutoExec

ADVERTISING RATES

Rate Card #56

2009 GENERAL DISPLAY RATES

4-Color

	1X	3X	6X	9X	12X
Full page	\$9,680	\$9,295	\$9,010	\$8,620	\$8,520
2/3 page	7,260	6,975	6,755	6,465	6,390
1/2 page	5,810	5,580	5,400	5,170	5,110
1/3 page	3,870	3,720	3,600	3,445	3,410
1/4 page	2,905	2,790	2,700	2,585	2,555
1/6 page	2,130	2,045	1,980	1,895	1,875

Black & White

	1X	3X	6X	9X	12X
Full page	\$7,375	\$7,080	\$6,860	\$6,565	\$6,490
2/3 page	5,530	5,310	5,145	4,920	4,870
1/2 page	4,425	4,250	4,115	3,940	3,895
1/3 page	2,950	2,830	2,745	2,625	2,595
1/4 page	2,210	2,125	2,060	1,970	1,945
1/6 page	1,620	1,560	1,510	1,445	1,430

Covers

	1X	3X	6X	9X	12X
2nd	\$11,135	\$10,690	\$10,355	\$9,910	\$9,800
3rd	10,650	10,225	9,905	9,480	9,370
4th	12,590	12,085	11,710	11,205	11,080

*All rates listed are gross.

2009 CLASSIFIED ADVERTISING

Minimum ad size: 1 column X 1 inch
 Column width: 2 1/8 inches
 Maximum depth: 8 3/4 inches

Black & White

	3X	6X	12X
1"	\$175	\$165	\$155
2"	345	325	305
3"	510	490	450
4"	680	650	605
5"	850	810	765

Color

Add the color rates to the appropriate black-and-white rates, according to ad size and frequency.

Standard color \$50 per ad
 Four-color \$100 per ad

*Rates are per issue based on frequency commitment.

For Terms & Conditions, go to
www.autoexecmag.com/advertising/terms.html

Ad Agency Commission

- ▼ 15% of gross billing to recognized agencies on space, color, and position only.
- ▼ Thirty days, net to companies with satisfactory credit rating. Otherwise, advance payment is required.

NATIONAL AD DIRECTOR Carrie Addington 703.821.7160

NORTHEAST-SOUTHEAST-DETROIT Gary Russo 800.543.1284

WEST Sharon Miro 213.228.1250

MIDWEST-SOUTHWEST Zane Lewis 214.789.6094

CONSTRUCTING YOUR AD

GENERAL INFORMATION

DETAILS

- Higher earned frequency rates are available. Ask your local Marketing Representative or consult Advertising Director.
- Insertion orders and cancellations must be received in writing on or before ad issue closing date. Covers are noncancelable.
- All new and/or first-time advertisers are required to prepay their first ad insertion. No exceptions.

NOTICE

- All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order space reservation, or position commitment at any time. Publisher reserves the right to add the word "Advertisement" to any ad that resembles editorial matter.
- Positioning of advertisements is at the discretion of Publisher.
- Publisher shall have no liability for errors in key numbers, advertisers' index, or booth numbers.
- No conditions other than those set forth in this rate card, #56, shall be binding on Publisher unless specifically agreed to in writing by Publisher. Rates are subject to change on notice from Publisher.

COPY REGULATIONS

- Liability for content of ads (text, representation, and illustrations) is assumed by advertisers and advertising agencies for any claims arising therefrom against publisher.
- Publisher reserves right of refusal of any advertisement.
- Editorial simulation of advertising must have prior approval of Publisher and must carry "Advertisement" line at top of each insert, page, or fractional ad.

For assistance constructing your ad, please contact Nicole Daughters, 703.821.7123, ndaughters@nada.org or Lisa Jusino, 703.821.4627, ljusino@nada.org.

MATERIALS REQUIRED










- PDF is the preferred format for ad files. For complete instructions go to: <http://www.autoexecmag.com/advertising>. All ads must follow our guidelines.
- Document setup must match display ad or classified ad specifications.
- FTP software is required: Fetch, Transmit, Interarchy, CuteFTP, CoreFTP, etc.

SUBMIT AD MATERIALS VIA:

FTP: Host: nadaftp.nada.org
 User ID: autoexec
 Password: graphics
place in the AutoExec_ads folder

E-mail: ndaughters@nada.org and caddington@nada.org
 Disk: Carrie Addington
 NADA's *AutoExec* magazine
 8400 Westpark Drive, 9th Floor, McLean, VA 22102

Display Ads

	Space size	Dimensions
	Full-page spread document setup ad size with bleed	16 1/4" X 10 7/8" 15 1/4" X 9 7/8" 16 1/2" X 11 1/8"
	Full-page document setup ad size with bleed	8 1/8" X 10 7/8" 7 1/8" X 9 7/8" 8 3/8" X 11 1/8"
	2/3-page vertical ad size with bleed	4 1/2" X 9 3/8" 5 1/4" X 11 1/8"
	1/2-page island ad size with bleed	4 1/2" X 7 1/8" 5 1/4" X 8 1/8"
	1/2-page horizontal ad size with bleed	7 1/8" X 4 5/8" 8 3/8" X 5 5/8"
	1/3-page square ad size with bleed	4 1/2" X 4 1/2" 5 1/4" X 5 1/2"
	1/3-page vertical ad size with bleed	2 1/8" X 9 3/8" 2 7/8" X 11 1/8"
	1/4-page square ad size with bleed	3 3/8" X 4 1/2" 4 1/8" X 5 1/2"
	1/6-page ad size with bleed	2 1/8" X 4 1/2" 2 7/8" X 5 1/2"

- Trim page 8 1/8" X 10 7/8"
- Magazine and covers are printed by web process.
- Magazine binding is saddle-stitched.

(Note: 1/8" is trimmed from all four sides of page.)