

RATES & SPECS

2017 PRINT RATES

Frequency Discounts	1x.....	3x.....	6x.....
Full Page.....	\$5,144.....	\$4,932.....	\$4,583
1/2 Island.....	3,685.....	3,551.....	3,218
1/2 Horizontal.....	3,577.....	3,447.....	3,115
1/3 Page.....	2,173.....	1,962.....	1,699
1/4 Page.....	1,828.....	1,644.....	1,390

Color Charges	1x.....	3x.....	6x.....
Standard two-color extra	\$450.....	\$400.....	\$350

For PMS spot colors, see below for matched color pricing.

4-color process, extra	\$650.....	\$600.....	\$500
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Mechanical Requirements

Saddle stitch, 3 columns to a page.
 Paper stock: Machine coated - 50 lb body with 100 lb cover. Colors available: matched, 4-color process [AAAA-MPA]. Trim size 7-7/8" x 10-1/2".

Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 800.456.0707. Progressive proofs or color keys required on all 4-color advertising.

Special Advertising Rates

Contact the publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on www.TodaysMotorVehicles.com
- Regional rates and mechanical requirements

Ad Sizes (Non-Bleed)

Specifications.....	Width	Depth
Full Page [non-bleed]	7"	10"
1/2 Page Island.....	4-1/2"	7-1/2"
1/2 Page Horizontal.....	7"	4-7/8"
1/3 Page Square.....	4-1/2"	4-7/8"
1/3 Page Vertical.....	2-3/8"	10"
1/4 Page.....	3-3/8"	4-7/8"

Bleed Ad Sizes (Available at no extra charge)

Specifications.....	Width	Depth
Single-Page Bleeds.....	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"



[On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.]

2017 INTERACTIVE RATES



WEB ADVERTISING

Leaderboard
 728x90 pixels
 \$4,200 - Advertiser
 \$5,400 - Non-advertiser
 12 units available

Buttons
 300x250 pixels
 \$4,200 - Advertiser
 \$5,400 - Non-advertiser
 6 units available



eNEWSLETTERS

Issue Sponsor
 \$900 - Advertiser
 \$1,000 - Non-advertiser

Primary Sponsor
 \$650 - Advertiser
 \$900 - Non-advertiser

Highlights
 \$400 - Advertiser
 \$550 - Non-advertiser

Custom E-blast
 \$1,650 - Advertiser
 \$2,250 - Non-advertiser



DIGITAL EDITION

Display Ad
 8% Premium on print

Front Page Sponsorship
 \$795

Video/Audio Enhancement
 \$300 per ad

