

2010 Automotive Display Rates

Full Page Black and White Ads

Annual Pacing	Rate
0-34k	\$3,280
35-124k	\$3,040
125-199k	\$2,880
200-349k	\$2,560
350-600k	\$2,320

Half Page Black and White Ads

Annual Pacing	Rate
0-34k	\$1,968
35-124k	\$1,824
125-199k	\$1,728
200-349k	\$1,536
350-600k	\$1,392

Earned Bonus Ads

0-34k	0
35-124k	0
125-199k	1
200-349k	2
350-600k	3

Currently, monthly advertisers can purchase Bonus Ads at 50% Off

+15% Spot
+25% Full Color

