

2019 RATES & SPECS

5811 Canal Road, Valley View Ohio 44125 | PH: 800.456.0707
 FAX: 216.525.0517 | TodaysMotorVehicles.com

SALES

Mike DiFranco
 Group Publisher
 216.393.0235
MDifranco@gie.net

Damon Wolf
 Regional Sales Manager
 216.393.0297
DWolf@gie.net

Joe DiFranco
 Associate Publisher
 216.393.0234
JDifranco@gie.net

Rachel Dennis
 Regional Sales Manager
 216.393.0326
RDennis@gie.net

Gina Garred
 Regional Sales Manager
 216.393.0337
GGarred@gie.net

Bonnie Velikonya
 Classified Ads Manager
 216.393.0291
BVelikonya@gie.net

INTERNATIONAL SALES

Paul Barrett
 Europe
Teaco@aol.com
 44.0.1268.711560

Mike Hay
 Hong Kong/Singapore
MchHay@ringier.com.hk
 852.2369.8788, x11

Sydney Lai, Taiwan
SydneyLai@ringier.com.hk
 886.4.2329.7318

Maggie Liu, China
MaggieLiu@ringiertrade.com
 86.136.0278.5446

EDITORIAL

To submit a press release, please send Word or text files to our editorial team:

Elizabeth Modic
 Editor
 216.393.0264
EModic@gie.net

Robert Schoenberger
 Editor
 216.393.0271
RSchoenberger@gie.net

Eric Brothers
 Senior Editor
 216.393.0228
EBrothers@gie.net

Michelle Jacobson
 Assistant Editor
 216.393.0323
MJacobson@gie.net

SUPPORT

For questions about ad specifications, materials due, or subscriptions, please contact:

Janet Marioneaux
 Market Coordinator
 216.393.0258
JMarioneaux@gie.net

Lori Skala
 Ad Production Coordinator
 216.393.0276
LSkala@gie.net

Jeanine Wolf
 Digital Ad
 Production Coordinator
 216.393.0311
JWolf@gie.net

Eric Oster
 Audience Development Associate
 216.393.0319
EOster@gie.net

PRINT RATES

Frequency Discounts	1x	3x	6x
Full Page	\$5,564	\$5,232	\$4,769
1/2 Island	3,985	3,768	3,348
1/2 Horizontal	3,869	3,657	3,179
1/2 Vertical	3,869	3,657	3,179
1/3 Page	2,350	2,082	1,768
1/4 Page	1,977	1,744	1,447

Color Charges	1x	3x	6x
Standard 2-color extra	\$500	\$450	\$400
For PMS spot colors, see below for matched color pricing.			
4-color process, extra	\$650	\$600	\$500

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 $\frac{7}{8}$ " x 10 $\frac{1}{2}$ ".

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

5 Questions with an Expert..... \$7,000

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
1/2 Page Island	4 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "
1/2 Page Horizontal	7"	4 $\frac{7}{8}$ "
1/2 Page Vertical	3 $\frac{3}{8}$ "	10"
1/3 Page Square	4 $\frac{1}{2}$ "	4 $\frac{7}{8}$ "
1/3 Page Vertical	2 $\frac{3}{16}$ "	10"
1/4 Page	3 $\frac{3}{8}$ "	4 $\frac{7}{8}$ "

Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single-Page Bleeds	8 $\frac{3}{8}$ "	10 $\frac{3}{4}$ "
Trim Area	7 $\frac{7}{8}$ "	10 $\frac{1}{2}$ "
Live Area	7"	10"

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

INTERACTIVE RATES

WEBSITE ADS (HOME PAGE)



Leaderboard Ad
 728x90 pixels
 \$375/per month

Buttons
 300x250 pixels
 \$375/per month

(INTERNAL PAGE)



Category In-Line Ad
 300x250
 \$375
 Exclusive

E-NEWSLETTER ADS



Prime Button
 300x250 pixels
 \$750/per issue

Issue Sponsor
 300x600 pixels
 \$1,000/per issue

Primary Sponsor
 468x60 pixels
 \$750/per issue

Highlight Ad
 140x60 pixels
 \$400/per issue

Custom E-blast: \$1,800