

2020 RATES & SPECS

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

Today'sMotorVehicles.com

PRINT RATES

Frequency

Discounts **1x** **3x** **6x**

Full Page.....	\$5,787.....	\$5,389.....	\$4,864
1/2 Island.....	4,144.....	3,881.....	3,415
1/2 Horizontal.....	4,024.....	3,767.....	3,243
1/2 Vertical.....	4,024.....	3,767.....	3,243
1/3 Page.....	2,444.....	2,144.....	1,803
1/4 Page.....	2,056.....	1,796.....	1,476

Color Changes **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

Ask the Expert: \$7,000
Five Things You Need to Know: \$6,000
Corporate Spotlight: \$6,000

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 7⁷/₈" x 10¹/₂".

Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials.
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 "
1/2 Page Vertical.....	3 ³ / ₈ "	10"
1/3 Page Square.....	4 ¹ / ₂ "	4 ⁷ / ₈ "
1/3 Page Vertical	2 ³ / ₁₆ "	10"
1/4 Page Square.....	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"

INTERACTIVE RATES

WEBSITE ADS (HOME PAGE)



Leaderboard

728x90 pixels
\$400/per month

Medium Rectangles

300x250 pixels
\$400/per month

(INTERNAL PAGE)



Category Medium Rectangle

300x250 pixels
\$450 Exclusive

E-NEWSLETTER ADS



Medium Rectangle

300x250 pixels
\$950/per issue

Half Page

300x600 pixels
\$1,100/per issue

Banner

468x60 pixels
\$800/per issue

Highlight

140x60 pixels
\$450/per issue

Custom E-blast: \$2,000

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 (perfect bound only). Supply ruled proof showing crop line.

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