

Cruis'news

PO BOX 1287 • STERLING HGTS, MI 48311-1287 • 586-826-8989 • fax 586-797-0041

Retail Advertising - Monthly Rates

~ Reach A Very Targeted Market ~

Car Buffs, Hot Rodders and Auto Enthusiasts in and around Michigan.

PAGE SIZE:	FULL	1/2 PAGE	1/4 PAGE	1/8 PAGE	*1/16
Standard B&W	\$565.	\$415.	\$300.	\$175.	\$115.
Standard Color	\$750.	\$565.	\$415.	\$300.	\$175.

Distribution average 10,000 issues monthly

Standard prices cover all months except February and August. Those two months are the Cruis'news "Collector Issues" featuring Detroit Autorama (February) and the Woodward Cruise (August).

The price chart below indicates the rate structure for the months of February and August only.

MONTHLY RATES FOR FEBRUARY AND AUGUST

Distribution 20,000 issues these two months

PAGE SIZE:	FULL	1/2 PAGE	1/4 PAGE	1/8 PAGE	*1/16
SPECIAL B&W	\$750.	\$565.	\$375.	\$235.	\$135.
SPECIAL COLOR	\$950.	\$750.	\$565.	\$375.	\$235.

- Deadline for ads is the TENTH of the month prior to advertisement placement month.
- Cruis'news reserves the right to refuse any advertising copy
- Advertisers assume full responsibility and liability for all ad copy
- **PAYMENT IN FULL** is due when shown final ad proof.
- **NO EXCEPTIONS**
- Multiple month discounts are for continuous months and are paid in full

MULTIPLE MONTH INSERTIONS

Discounts

- 3 Consecutive Months at 10%
- 6 Consecutive Months at 15%
- 12 Consecutive Months at 20%

Mechanical Sizes

FULL PAGE.....	7.5" (W) X 10" (H)
1/2 PAGE Horizontal.....	7.5" (W) X 5" (H)
1/2 PAGE Vertical.....	3-5/8" (W) X 10" (H)
1/4 PAGE Vertical.....	3-5/8" (W) X 5" (H)
1/4 PAGE Horizontal.....	7.5" (W) X 2.5" (H)
1/8 PAGE Horizontal.....	3-5/8" (W) X 2.5" (H)
1/8 PAGE Vertical.....	2.5" (W) X 3-5/8" (H)
*1/16 PAGE Horizontal..	1.75" (W) X 2.5" (H)

*Six month minimum, paid in advance

Requirements:

- PDFs are recommended
PDF Job Options available
- Illustrator eps in "outline" required
- Bleeds on full pages only
- Email ad to:
info@cruisnews.com
- FTP site available
for large files

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email: info@cruisnews.com
Web: cruisnews.com