

## 2008 CAR AND DRIVER CLASSIFIED RATES

Circulation: 1,300,000

Published 12x Per Year

Effective January Issue

<b>WORDED</b>		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	21.05	421
Expand-Ad Classified	31.15	623
Bold Face Classified	24.90	498
Grey Screen Classified	26.25	525
Bold and Grey Screen Classified	30.25	605
Expand-Ad Bold Classified	35.20	704
Expand-Ad Grey Screen Classified	36.45	729
Expand-Ad Bold and Grey Classified	40.80	816
Centered line in addition to per word charge	119.00	in addition to per word charge
Spaced line in addition to per word charge	119.00	in addition to per word charge
Illustrated - B&W per inch	922	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	1,514	
Illustrated - 4 Color per inch	1,908	

<b>DISPLAY</b>									
Ad Size In Inches	Black & White			2 Color			4 Color		
	1X	6X	12X	1X	6X	12X	1X	6X	12X
1"	1,877	1,821	1,763	2,470	2,415	2,355	2,870	2,815	2,750
1.25"	2,517	2,442	2,367	3,115	3,035	2,960	3,510	3,435	3,360
1.5"	2,803	2,716	2,636	3,400	3,310	3,230	3,795	3,710	3,630
1.75"	3,099	3,005	2,914	3,695	3,600	3,505	4,095	4,000	3,905
2"	3,454	3,352	3,247	4,045	3,945	3,845	4,445	4,345	4,240
2.25"	3,849	3,734	3,620	4,440	4,330	4,215	4,840	4,725	4,610
2.5" or 1/12 Pg	4,245	4,119	3,989	4,840	4,710	4,585	5,235	5,110	4,985
2.75"	4,603	4,465	4,337	5,200	5,060	4,930	5,595	5,460	5,330
3"	5,008	4,857	4,721	5,600	5,450	5,315	6,000	5,850	5,710
3.25"	5,410	5,250	5,100	6,005	5,845	5,695	6,400	6,240	6,095
3.5"	5,813	5,640	5,483	6,405	6,235	6,075	6,805	6,630	6,475
3.75"	6,210	6,024	5,856	6,805	6,620	6,450	7,200	7,020	6,850
4"	6,608	6,412	6,234	7,200	7,005	6,825	7,600	7,405	7,225
4.25"	7,004	6,793	6,603	7,600	7,385	7,200	8,000	7,785	7,600
4.5"	7,396	7,176	6,974	7,990	7,770	7,570	8,390	8,170	7,965
4.75"	7,787	7,557	7,344	8,380	8,150	7,940	8,780	8,545	8,335
5" or 1/6 Pg	8,175	7,932	7,705	8,765	8,530	8,300	9,165	8,925	8,700
5.25"	8,561	8,310	8,074	9,155	8,905	8,665	9,550	9,300	9,065
5.5"	8,947	8,682	8,437	9,540	9,275	9,030	9,940	9,675	9,430
5.75"	9,325	9,049	8,795	9,920	9,645	9,390	10,320	10,045	9,790
6"	9,707	9,417	9,157	10,300	10,010	9,750	10,700	10,410	10,150
6.25"	10,085	9,785	9,510	10,680	10,380	10,100	11,080	10,775	10,500
6.5"	10,459	10,149	9,865	11,055	10,740	10,455	11,455	11,140	10,855
6.75"	10,835	10,509	10,216	11,430	11,105	10,810	11,830	11,505	11,205
7" or 1/4 Pg	11,205	10,875	10,569	11,800	11,465	11,160	12,200	11,865	11,560
7.25"	11,574	11,232	10,914	12,170	11,830	11,510	12,565	12,225	11,910
7.5"	11,942	11,588	11,263	12,535	12,180	11,855	12,935	12,580	12,255
7.75"	12,307	11,942	11,605	12,900	12,535	12,200	13,300	12,935	12,600
8"	12,674	12,294	11,947	13,265	12,890	12,540	13,665	13,285	12,940
8.25"	13,031	12,641	12,286	13,625	13,235	12,880	14,025	13,635	13,280
8.5"	13,390	12,995	12,629	13,985	13,590	13,220	14,385	13,985	13,620
8.75"	13,746	13,339	12,964	14,340	13,935	13,555	14,740	14,335	13,955
9"	14,103	13,679	13,297	14,695	14,275	13,890	15,095	14,670	14,290
9.25"	14,452	14,023	13,625	15,045	14,620	14,220	15,445	15,015	14,620
9.5"	14,803	14,362	13,958	15,400	14,960	14,555	15,795	15,355	14,950
9.75"	15,153	14,703	14,285	15,745	15,300	14,880	16,145	15,695	15,280
10" or 1/3 Pg	15,498	15,035	14,611	16,090	15,630	15,210	16,490	16,030	15,605
15" or 1/2 Pg	21,015	20,152	19,307	22,515	21,855	21,145	23,270	22,425	21,565

**CD Direct Shopping Section, Available in 4 Color Units: \$5,235**

HFM U.S. Special Marketing, 1633 Broadway, 45th Floor, New York, NY 10019-6708

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