

2010 CAR AND DRIVER ANNUALS* CLASSIFIED RATES

*Car and Driver Buyer's Guide

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	7.95	159
Expand-Ad Classified	12.05	241
Bold Face Classified	9.65	193
Grey Screen Classified	9.90	198
Bold and Grey Screen Classified	11.40	228
Expand-Ad Bold Classified	13.35	267
Expand-Ad Grey Screen Classified	13.95	279
Expand-Ad Bold and Grey Classified	15.55	311
Centered line in addition to per word charge	54.35	in addition to per word charge
Spaced line in addition to per word charge	54.35	in addition to per word charge
Illustrated - B&W per inch	235	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	387	
Illustrated - 4 Color per inch	525	

DISPLAY			
Ad Size	Black & White	2 Color	4 Color
In Inches	1X	1X	1X
1"	511	615	661
1.25"	634	764	825
1.5"	764	912	989
1.75"	885	1,061	1,148
2"	1,008	1,210	1,307
2.25"	1,131	1,358	1,471
2.5" or 1/12 Pg	1,257	1,512	1,635
2.75"	1,383	1,655	1,799
3"	1,501	1,799	1,953
3.25"	1,622	1,942	2,106
3.5"	1,740	2,091	2,265
3.75"	1,854	2,224	2,409
4"	1,971	2,368	2,563
4.25"	2,094	2,511	2,727
4.5"	2,210	2,650	2,870
4.75"	2,324	2,783	3,019
5" or 1/6 Pg	2,440	2,926	3,172
5.25"	2,560	3,075	3,326
5.5"	2,678	3,213	3,480
5.75"	2,792	3,352	3,629
6"	2,907	3,490	3,782
6.25"	3,023	3,629	3,931
6.5"	3,130	3,757	4,069
6.75"	3,246	3,895	4,223
7" or 1/4 Pg	3,356	4,023	4,361
7.25"	3,467	4,156	4,505
7.5"	3,577	4,290	4,648
7.75"	3,688	4,423	4,792
8"	3,798	4,556	4,935
8.25"	3,902	4,679	5,074
8.5"	4,009	4,812	5,212
8.75"	4,123	4,946	5,361
9"	4,225	5,069	5,489
9.25"	4,332	5,197	5,627
9.5"	4,435	5,320	5,766
9.75"	4,537	5,448	5,899
10" or 1/3 Pg	4,639	5,571	6,032
15" or 1/2 Pg	6,962	8,354	9,051