

2010 CAR AND DRIVER CLASSIFIED RATES

Circulation: 1,300,000

Published 12x Per Year

Effective January Issue

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	21.60	432
Expand-Ad Classified	31.95	639
Bold Face Classified	25.50	510
Grey Screen Classified	26.90	538
Bold and Grey Screen Classified	31.00	620
Expand-Ad Bold Classified	36.10	722
Expand-Ad Grey Screen Classified	37.35	747
Expand-Ad Bold and Grey Classified	41.82	836
Centered line in addition to per word charge	122.00	in addition to per word charge
Spaced line in addition to per word charge	122.00	in addition to per word charge
Illustrated - B&W per inch	945	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	1,550	
Illustrated - 4 Color per inch	1,955	

DISPLAY									
Ad Size	Black & White			2 Color			4 Color		
In Inches	1X	6X	12X	1X	6X	12X	1X	6X	12X
1"	1,924	1,867	1,807	2,532	2,475	2,414	2,942	2,885	2,819
1.25"	2,580	2,503	2,426	3,193	3,111	3,034	3,598	3,521	3,444
1.5"	2,873	2,784	2,702	3,485	3,393	3,311	3,890	3,803	3,721
1.75"	3,176	3,080	2,987	3,787	3,690	3,593	4,197	4,100	4,003
2"	3,540	3,436	3,328	4,146	4,044	3,941	4,556	4,454	4,346
2.25"	3,945	3,827	3,711	4,551	4,438	4,320	4,961	4,843	4,725
2.5" or 1/12 Pg	4,351	4,222	4,089	4,961	4,828	4,700	5,366	5,238	5,110
2.75"	4,718	4,577	4,445	5,330	5,187	5,053	5,735	5,597	5,463
3"	5,133	4,978	4,839	5,740	5,586	5,448	6,150	5,996	5,853
3.25"	5,545	5,381	5,228	6,155	5,991	5,837	6,560	6,396	6,247
3.5"	5,958	5,781	5,620	6,565	6,391	6,227	6,975	6,796	6,637
3.75"	6,365	6,175	6,002	6,975	6,786	6,611	7,380	7,196	7,021
4"	6,773	6,572	6,390	7,380	7,180	6,996	7,790	7,590	7,406
4.25"	7,179	6,963	6,768	7,790	7,570	7,380	8,200	7,980	7,790
4.5"	7,581	7,355	7,148	8,190	7,964	7,759	8,600	8,374	8,164
4.75"	7,982	7,746	7,528	8,590	8,354	8,139	9,000	8,759	8,543
5" or 1/6 Pg	8,379	8,130	7,898	8,984	8,743	8,508	9,394	9,148	8,918
5.25"	8,775	8,518	8,276	9,384	9,128	8,882	9,789	9,533	9,292
5.5"	9,171	8,899	8,648	9,779	9,507	9,256	10,189	9,917	9,666
5.75"	9,558	9,275	9,015	10,168	9,886	9,625	10,578	10,296	10,035
6"	9,950	9,652	9,386	10,558	10,260	9,994	10,968	10,670	10,404
6.25"	10,337	10,030	9,748	10,947	10,640	10,353	11,357	11,044	10,763
6.5"	10,720	10,403	10,112	11,331	11,009	10,716	11,741	11,419	11,126
6.75"	11,106	10,772	10,471	11,716	11,383	11,080	12,126	11,793	11,485
7" or 1/4 Pg	11,485	11,147	10,833	12,095	11,752	11,439	12,505	12,162	11,849
7.25"	11,863	11,513	11,187	12,474	12,126	11,798	12,879	12,531	12,208
7.5"	12,241	11,878	11,545	12,848	12,485	12,151	13,258	12,895	12,561
7.75"	12,615	12,241	11,895	13,223	12,848	12,505	13,633	13,258	12,915
8"	12,991	12,601	12,246	13,597	13,212	12,854	14,007	13,617	13,264
8.25"	13,357	12,957	12,593	13,966	13,566	13,202	14,376	13,976	13,612
8.5"	13,725	13,320	12,945	14,335	13,930	13,551	14,745	14,335	13,961
8.75"	14,090	13,672	13,288	14,699	14,283	13,894	15,109	14,693	14,304
9"	14,456	14,021	13,629	15,062	14,632	14,237	15,472	15,037	14,647
9.25"	14,813	14,374	13,966	15,421	14,986	14,576	15,831	15,390	14,986
9.5"	15,173	14,721	14,307	15,785	15,334	14,919	16,190	15,739	15,324
9.75"	15,532	15,071	14,642	16,139	15,683	15,252	16,549	16,087	15,662
10" or 1/3 Pg	15,885	15,411	14,976	16,492	16,021	15,590	16,902	16,431	15,995
15" or 1/2 Pg	21,540	20,656	19,790	23,078	22,401	21,674	23,852	22,986	22,104

CD Direct Shopping Section, Available in 4 Color Units: \$5,365

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