

## 2008 CAR AND DRIVER ANNUALS\* CLASSIFIED RATES

\*CD Car Buyer's Guide, CD Truck Buyer's Guide

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	7.75	155
Expand-Ad Classified	11.75	235
Bold Face Classified	9.40	188
Grey Screen Classified	9.65	193
Bold and Grey Screen Classified	11.10	222
Expand-Ad Bold Classified	13.00	260
Expand-Ad Grey Screen Classified	13.60	272
Expand-Ad Bold and Grey Classified	15.15	303
Centered line in addition to per word charge	53.00	in addition to per word charge
Spaced line in addition to per word charge	53.00	in addition to per word charge
Illustrated - B&W per inch	229	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	378	
Illustrated - 4 Color per inch	512	

DISPLAY			
Ad Size	Black & White	2 Color	4 Color
In Inches	1X	1X	1X
1"	499	600	645
1.25"	619	745	805
1.5"	745	890	965
1.75"	863	1,035	1,120
2"	983	1,180	1,275
2.25"	1,103	1,325	1,435
2.5" or 1/12 Pg	1,226	1,475	1,595
2.75"	1,349	1,615	1,755
3"	1,464	1,755	1,905
3.25"	1,582	1,895	2,055
3.5"	1,698	2,040	2,210
3.75"	1,809	2,170	2,350
4"	1,923	2,310	2,500
4.25"	2,043	2,450	2,660
4.5"	2,156	2,585	2,800
4.75"	2,267	2,715	2,945
5" or 1/6 Pg	2,380	2,855	3,095
5.25"	2,498	3,000	3,245
5.5"	2,613	3,135	3,395
5.75"	2,724	3,270	3,540
6"	2,836	3,405	3,690
6.25"	2,949	3,540	3,835
6.5"	3,054	3,665	3,970
6.75"	3,167	3,800	4,120
7" or 1/4 Pg	3,274	3,925	4,255
7.25"	3,382	4,055	4,395
7.5"	3,490	4,185	4,535
7.75"	3,598	4,315	4,675
8"	3,705	4,445	4,815
8.25"	3,807	4,565	4,950
8.5"	3,911	4,695	5,085
8.75"	4,022	4,825	5,230
9"	4,122	4,945	5,355
9.25"	4,226	5,070	5,490
9.5"	4,327	5,190	5,625
9.75"	4,426	5,315	5,755
10" or 1/3 Pg	4,526	5,435	5,885
15" or 1/2 Pg	6,792	8,150	8,830