

# WARD'S SHOW DAILIES: MANAGEMENT BRIEFING SEMINARS 2008



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Ward's editors will be in force at the Management Briefing Seminars, filling each show daily with news and announcements from:

- Seminars
- Round tables
- Press conferences
- Keynote speakers
- Personal interviews with key figures

## CIRCULATION

Show dailies will be distributed at the Management Briefing Seminars on Tues. thru Fri. in multiple locations at the event.

**BONUS DISTRIBUTION:** Select Ward's AutoWorld recipients will receive Show Wrap-Up in Sept. 2008.

## ONLINE EXPOSURE

Package advertisers get a 160 x 160 banner ad (JPG or GIF, up to 15 K) in MBS coverage section of WardsAuto.com, residing online for 12 mos.

## SPECIFICATIONS

### ad sizes

Trim Size ..... 7-3/4" x 10-3/4"

Full page ..... 6 3/4" x 9 3/4"

Full page bleed size ..... 8" x 11"

Bleeds: keep live matter 3/8" from all sides

### digital requirements

High-resolution PDF or Adobe InDesign file. To ensure color accuracy, please provide full-color printout as a proof.

See Ward's AutoWorld rate card for full specs. Available online at <http://wardsauto.com/about/advertising>

Special August 2008 show dailies from



## Reach Decision Makers at the Industry's Top Mgmt Conference

Each August, the top decision makers in automotive manufacturing converge on Traverse City, Michigan for the Management Briefing Seminars organized by the Center for Automotive Research.

And each year, Ward's AutoWorld publishes official show dailies covering major news and announcements from the seminars, round-table discussions and press conferences that dominate the conference.

These daily reports are well-read by attendees who are eager to catch up on events they may have missed, giving Ward's sponsors great visibility among an elite group of OEM decision makers, day after day. We publish four days' worth of show dailies: Tuesday through Friday editions. In addition, Ward's show dailies advertisers will enjoy bonus distribution in a show wrap-up that will be mailed to select Ward's AutoWorld subscribers following the event.

**PLUS:** We will expand your exposure to reach those who read our special coverage on WardsAuto.com with a banner ad in our MBS section, which will reside online for 12 months!

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