

# WARD'S

AutoWorld

wardsauto.com

interiors supplements

show dailies

free ad studies

ward's ten best engines

state of the industry parts 1 & 2

bonus distribution

electronics

materials

safety engineering

powertrain

design

ward's auto interiors show

“I’ve found that this is the best magazine out of all.”

MK Muniruddin  
FORD MOTOR CO.  
Quality, Testing, Reliability

“Great automotive publication! Provides a lot of information about the industry and where we are going.”

Mel Romans  
DAIMLERCHRYSLER AG  
Engineering/Design

“The magazine is well produced, well laid out and the information is totally relevant to my line of work and my interests.”

Ted Amman  
FORD MOTOR CO.  
Engineering/Design

“This magazine, in particular, seems to have the correct headlines and stories that are relevant to the current state of the auto industry.”

Raul Bircann  
DELPHI CORP.  
Engineering/Design

“WARD’S has had consistent high editorial quality along with accurate, up-to-date information for as long as I can remember!”

Louis Oniga  
GENERAL MOTORS  
POWERTRAIN  
Engineering/Design

# WARD'S<sup>®</sup> GUARANTEE

**WARD'S AutoWorld is the top choice of your customers ... GUARANTEED, or your ad is free.**

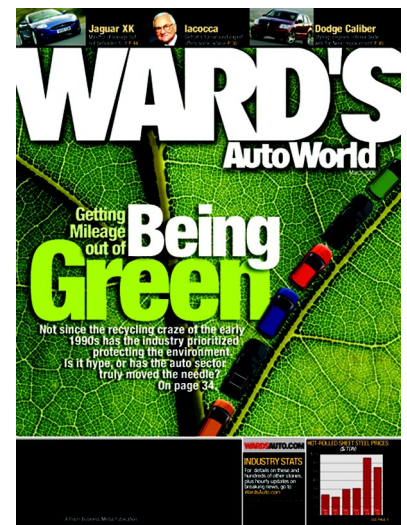
We are confident in guaranteeing your customers prefer *WARD'S AutoWorld* because study after study shows that *WARD'S* is the best-read automotive OEM publication for its approach to news delivery, analysis of emerging industry trends, and presentation of vital data.

The *WARD'S* editorial mission is to deliver forward-looking features and analysis that put the auto industry in perspective for OEM decision makers at the vehicle manufacturers and supplier companies.

This strategy has created a well-read environment that earns our advertisers significant visibility and readership scores for their messages. And we'll measure these rates for your advertising: Two 2007 issues of *WARD'S AutoWorld* offer a FREE ad perception study to help you gauge the effectiveness of your advertising.

Combine the fact that *WARD'S AutoWorld* offers this market's most targeted circulation – delivering your message to those in positions to buy or specify your products – with the response from 90% of our readers who call *WARD'S AutoWorld* a “must read/frequently worthwhile reading,” and it's clear that *WARD'S* is the best publication to get your advertising seen and read by your customers.

SOURCES: Penton Media, Inc.;  
Paramount Research Inc.; Readex Research Inc.



**Beyond the Printed Page:  
We'll connect you to your customers in ways no one else can.**

WardsAuto.com is the most powerful online resource for all things automotive. Most major auto makers and Tier One suppliers purchase subscriber access for their employees. These companies encourage their employees to use WardsAuto.com, meaning your online exposure with WARD'S will be seen by top decision makers in the industry.

Plus, WARD'S runs two of the industry's hottest events: WARD'S Ten Best Engines and the WARD'S Auto Interiors Show. Both programs empower you to build on the exposure of your print advertising with sponsorship and networking opportunities, earning you face time with the industry's top powertrain and interiors executives.



**BY EVERY MEASURE ... WARD'S IS YOUR BEST ADVERTISING BUY**

**More Editorial Honors than Any Other Automotive OEM Publication**

- **62** American Society of Business Press Editors Awards
- **43** International Wheel Awards
- **24** Detroit Press Club Awards
- **6** Jesse H. Neal Awards
- **3** min's Best of the Web Awards

**Best Effective Circulation (the right titles, the right companies, the right states)**

	EFFECTIVE CIRC	TOTAL CIRC	EFFECTIVE % OF TOTAL
<b>WARD'S AutoWorld</b>	<b>68,203<sup>1</sup></b>	<b>68,203<sup>1</sup></b>	<b>100.0%</b>
<i>Automotive Engineering Intl</i>	51,943 <sup>3</sup>	87,807 <sup>1</sup>	59.2%
<i>Automotive News</i>	21,540 <sup>4</sup>	40,509 <sup>2</sup>	53.2%

**Guaranteed to be Preferred by Your Customers Over All OEM Titles**

An April 2006 Paramount Research study of WARD'S subscribers asked readers which ONE publication they prefer...

- **WARD'S AutoWorld: preferred by 80%**
- *Automotive News: preferred by 10%*
- *Automotive Engineering International: 3%*
- *Automotive Design and Production: 2%*

**Lowest Effective CPM (You don't pay for "circulation waste" – government, schools, etc.)**

	EFFECTIVE CIRC	2006 B&W PG RATE	EFFECTIVE CPM
<b>WARD'S AutoWorld</b>	<b>68,203<sup>1</sup></b>	<b>\$8,915</b>	<b>\$131</b>
<i>Automotive Eng. Intl</i>	51,943 <sup>2</sup>	\$9,530	\$183
<i>Automotive News</i>	21,540 <sup>3</sup>	\$8,235	\$382

1. BPA Worldwide, Dec. 2005  
 2. Total Circ is OEM Edition as defined by Automotive News; data from Audit Bureau of Circulations (ABC), Dec. 2005  
 3. Effective Circulation defined as Total Circulation less admin mgt, sales-mkt-comm, professors, instructors, students, libraries, company copies, other personnel, other related industries, and others allied to field; data from BPA Worldwide, Dec. 2005  
 4. Effective Circulation defined as OEM Edition Circulation, less all non-OEM motor vehicle manufacturers or suppliers; data from ABC, Dec. 2005



trusted reporting

most-honored staff

best-read

beyond the headlines

insightful

# editorial calendar



## FOCUS

**JAN**

closes 12/05/06

### Annual WARD'S Ten Best Engines

The ten best engines for 2007, with profiles of our choices

**FEB**

closes 1/05/07

**Design** – New vehicle designs and the demographic, marketplace and technology trends driving them

**MAR**

closes 2/05/07

**Safety**  
New safety-related trends and innovations

**APR**

closes 3/05/07

**Engineering**  
Technological trends plus human-interest issues concerning all engineers

**MAY**

closes 4/05/07

**Global Supply Strategies**  
How OEMs and suppliers define their positions in the global supply chain

**JUN**

closes 5/05/07

**Digital Technology**  
New technologies reshaping vehicles, engineering and design

**JUL**

closes 6/05/07

**Suppliers**  
A detailed look at OEM/supplier relationships and issues

**AUG**

closes 7/05/07

**Manufacturing**  
Productivity, quality, labor & technology issues impacting manufacturing

**SEP**

closes 8/05/07

**Alternative Powertrains**  
What technologies are reshaping the industry and what's on the horizon

**OCT**

closes 9/05/07

**New Vehicles and Supplier Technologies** – 2008 vehicles, systems, components and more

**NOV**

closes 10/05/07

**State of the Industry Pt. I**  
Economic and sales outlook for Europe, Asia and South America

**DEC**

closes 11/05/07

**State of the Industry Pt. II**  
The North American outlook, with in-depth interviews with top executives

## FEATURES

Electrical/Electronics  
Safety

Materials  
Digital Technology  
Electrical/Electronics

Electrical/Electronics  
Alternative Powertrains

Chassis/Suspension  
Testing  
Electrical/Electronics

Powertrain  
Materials  
Electrical/Electronics

Chassis/Suspension  
Interiors  
Electrical/Electronics

Alternative Powertrains  
Electrical/Electronics

Safety  
Materials  
Electrical/Electronics

Chassis/Suspension  
Testing  
Electrical/Electronics

Electrical/Electronics  
Exteriors

Materials  
Alternative Powertrains  
Electrical/Electronics

Chassis/Suspension  
Interiors  
Electrical/Electronics

## • BONUSES / ▲ OPPORTUNITIES

▲ WARD'S Best Engines Sponsorship

▲ WARD'S Best Engines Sponsorship (Follow-Up Coverage)

▲ WARD'S SAE coverage package  
▲ WARD'S Automotive Interiors Supplement

• Distribution at 2007 SAE Congress  
• Ad Perception Study  
▲ WARD'S SAE coverage package

▲ WARD'S Automotive Interiors Supplement  
▲ WARD'S SAE coverage package

• Distribution at WARD'S Auto Interiors Show  
▲ WARD'S Automotive Yearbook package

▲ WARD'S Automotive Yearbook package  
▲ WARD'S Automotive Interiors Supplement

• Distribution at Traverse City MBS  
• Ad Perception Study  
▲ Traverse City MBS Show Dailies

▲ WARD'S Supplier Directory  
▲ Traverse City MBS Show Wrapup

▲ WARD'S Automotive Interiors Supplement

▲ State of the Industry Package

▲ State of the Industry Package  
▲ Economic Development Supplement  
▲ WARD'S Best Engines Sponsorship



preferred by  
your customers **guaranteed**  
lowest effective CPM  
most targeted reach  
**advertising rates**

**BLACK AND WHITE**

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>18x</u>	<u>24x</u>	<u>36x</u>
Page	9,361	9,040	8,719	8,115	7,840	7,646	7,473
Spread	18,722	18,080	17,439	16,230	15,680	15,292	14,947
2/3 Page	6,748	6,528	6,281	5,868	5,657	5,520	5,391
1/2 Isl/Vert.	5,684	5,474	5,291	4,932	4,759	4,639	4,529
1/2 Page	5,153	4,979	4,786	4,465	4,309	4,217	4,118
1/3 Page	3,879	3,740	3,612	3,373	3,245	3,182	3,090
1/4 Page	2,870	2,769	2,678	2,494	2,403	2,347	2,284
1/6 Page	2,265	2,192	2,109	1,972	1,889	1,852	1,825

**STANDARD COLOR**

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>18x</u>	<u>24x</u>	<u>36x</u>
Page	10,745	10,424	10,103	9,499	9,224	9,030	8,857
Spread	21,095	20,454	19,812	18,604	18,053	17,666	17,320
2/3 Page	7,747	7,527	7,281	6,867	6,656	6,519	6,390
1/2 Isl/Vert.	6,683	6,473	6,290	5,931	5,758	5,639	5,528
1/2 Page	6,152	5,978	5,785	5,465	5,308	5,217	5,117
1/3 Page	4,878	4,739	4,611	4,373	4,244	4,181	4,089
1/4 Page	3,870	3,768	3,677	3,493	3,402	3,346	3,283
1/6 Page	3,264	3,191	3,108	2,971	2,888	2,852	2,825

**MATCHED COLOR**

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>18x</u>	<u>24x</u>	<u>36x</u>
Page	11,060	10,739	10,418	9,814	9,539	9,345	9,172
Spread	21,490	20,849	20,207	18,998	18,448	18,060	17,715
2/3 Page	7,918	7,698	7,451	7,037	6,827	6,689	6,560
1/2 Isl/Vert.	6,854	6,644	6,460	6,102	5,929	5,809	5,698
1/2 Page	6,323	6,149	5,956	5,635	5,479	5,387	5,287
1/3 Page	5,048	4,910	4,782	4,543	4,415	4,351	4,260
1/4 Page	4,040	3,939	3,847	3,664	3,572	3,517	3,453
1/6 Page	3,435	3,362	3,278	3,142	3,058	3,022	2,995

**3- OR 4-COLOR**

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>18x</u>	<u>24x</u>	<u>36x</u>
Page	11,759	11,438	11,117	10,513	10,238	10,044	9,871
Spread	22,270	21,628	20,986	19,778	19,228	18,840	18,494
2/3 Page	8,402	8,182	7,935	7,522	7,311	7,174	7,044
1/2 Isl/Vert.	7,338	7,128	6,944	6,586	6,413	6,293	6,183
1/2 Page	6,807	6,633	6,440	6,119	5,963	5,871	5,771
1/3 Page	5,533	5,394	5,266	5,027	4,899	4,836	4,744
1/4 Page	4,524	4,423	4,331	4,148	4,056	4,001	3,938
1/6 Page	3,919	3,846	3,763	3,626	3,543	3,506	3,479

**COVERS**

	<u>6x</u>	<u>12x</u>
Inside Front	12,047	11,378
Inside Back	11,489	10,866
Back	12,589	11,900

**FURNISHED INSERTS**

Inserts may run full circulation or to select demographic segments (min of 25,000). Contact us for details, rates and mechanical specs.

**AD MATERIAL SUBMISSION**

Files may be submitted electronically via FTP transfer or sent on disc to: **WARD'S AutoWorld Production, 7900 International Dr., 3rd Floor, Minneapolis, MN 55425.** Whether sending via FTP or on disc, a color proof must be mailed to address above. For FTP instructions or other details, contact (952) 851-4725 or megahn.johnson@penton.com. More information is also available at [WardsAuto.com/about/advertising](http://WardsAuto.com/about/advertising).

**COMPARE OUR RATES!**

WARD'S offers the **LOWEST EFFECTIVE CPM** of the major automotive OEM publications:

	<b>EFFECTIVE CIRC</b>	<b>2006 B&amp;W PG RATE</b>	<b>EFFECTIVE CPM</b>
<b>WARD'S AutoWorld</b>	<b>68,203<sup>1</sup></b>	<b>\$8,915</b>	<b>\$131</b>
<i>Automotive Eng. Intl</i>	51,943 <sup>2</sup>	\$9,530	\$183
<i>Automotive News</i>	21,540 <sup>3</sup>	\$8,235	\$382

**AD SIZES**

Trim Size	7-7/8" x 10-3/4"
Spread	15" x 10"
Full page	7" x 10"
2/3 page	4-1/2" x 10"
1/2 page (vertical) ...	3-1/2" x 10"
1/2 page (horiz.)	7" x 4-3/4"
1/2 page (island) .	4-1/2" x 7-1/4"
1/3 page (vertical) ...	2"-1/4 x 10"
1/3 page (square) .....	4"-1/4 x 5"
1/4 page	3"-1/2 x 5"
1/6 page	2"-1/4 x 5"

**BLEEDS**

Full pg bleed size:	8-1/8" x 11"
Spread bleed size	16" x 11"
Spread bleed thru gutter only:	15-1/4" x 10"
For bleed ads, keep live matter	3/8" from sides.

**Insertion orders and materials due 5<sup>th</sup> day of month before issue date.**

**Preferred File Format:** High-Res PDF; Adobe InDesign®

**Photos:** 300 dpi, actual size, CMYK colors, TIF or EPS

**Illustrations:** 800 dpi min. for line art; CMYK color model; EPS format with color preview

**Fonts:** Send all screen and printer fonts used. On illustrations, convert text to outline then save as EPS

**Lettering:** Reproduce all reverse lettering with a minimum of colors using key color for shape of letter and making letter in subordinate colors larger to reduce register problem. Type smaller than 8 point with fine serifs should be avoided

**Line Screen:** Recommended: 133; Do not exceed 150; 120-line screen recommended for B&W halftones

**Tone Value:** Sum percentages for four-color process art is recommended at 265%; per SWOP, total density should not exceed 300%; required value of over 85% for any one color should be made solid

**Proofs:** Laser print or PDF required; SWOP-certified proof required to guarantee accurate color

**Preferred Media:** Mac or PC CD. Materials sent as film will be digitally converted at a \$50.00 per ad cost

1. BPA Worldwide, Dec. 2005

2. Effective Circulation defined as Total Circulation less admin mgt, sales-mkt-comm, professors, instructors, students, libraries, company copies, other personnel, other related industries, and others allied to field; data from BPA Worldwide, Dec. 2005

3. OEM Edition as defined by Automotive News; Effective Circulation defined as OEM Edition, less all non-OEM motor vehicle manufacturers or suppliers. data from ABC, Dec. 2005

# WARD'S TERMS AND CONDITIONS

**RATE POLICY AND CONTRACT PROVISIONS:** All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.

**The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication.**

The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

**AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

**CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**ERROR LIABILITY LIMIT:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

**SHORT RATE PROTECTION:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

**RATE CARD IN EFFECT:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

**TERMS OF SALE:** Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

**LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

**PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.

**COLLECTION RELATED ISSUES:** If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

**JURISDICTION:** Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

**NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

**DEFINITIONS:** As used in this section and this rate card, the term "Publisher" shall refer to WARD'S and its parent company.

**COVER POSITIONS:** Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

**SPECIAL POSITIONS:** In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

**LATE COPY POLICY:** Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

**COPY CHANGES:** When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

**CONVERSION/HANDLING CHARGES:** Conversion to Publisher's requirements will be billed at Publisher's cost.

The new Penton Media, Inc., headquartered in New York, is one of the nation's largest



business-to-business media and information companies, serving more than six million business professionals every month. Its market-leading brands are focused on 30 industries. Its growing portfolio includes 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences and more than 500 information data products.

## CONTACT YOUR WARD'S REPRESENTATIVE TODAY

### **Publisher**

Tom Duncan  
ph: 203-358-4201  
tduncan@wardsauto.com

### **Detroit/Midwest U.S.**

Dyanna Hurley  
ph: 586-983-4252  
dhurley@wardsauto.com

### **Chicago/Central U.S.**

Dave Hagggett  
ph: 847-934-9123  
dghagggett@aol.com

### **Southern U.S.**

Reggie Lawrence  
ph: 404-327-7770  
reg\_lawrence@msn.com

### **Western U.S.**

Woody Newell  
ph: 360-944-6572  
swnewell@earthlink.net

### **Northeast U.S.**

Bill Doucette  
ph: 603-236-3310  
wjduce@aol.com