

WARD'S

e-mail newsletters

IMPACT WARD'S READERS VIA EMAIL EVERY WEEK ...

Thousands of your customers have signed up to receive weekly e-mail newsletters written by Ward's editors.

Deliver your message to these e-mail subscribers via an information-packed update targeted to either the automotive OEM or dealer market. Sponsorships are available on a first-come, first-served basis, so contact your Ward's representative today to reserve your position.

OEM EDITION

- Sent to nearly 40,000 vehicle manufacturing professionals every week
- Written by editors of Ward's AutoWorld and other Ward's titles
- Sent each Wednesday
- Features highlights of auto manufacturing related articles from WardsAuto.com, including breaking news, the latest vehicle announcements, sales and production overviews and trusted industry analysis

DEALER EDITION

- Sent to nearly 40,000 dealer professionals every week
- Written by editors of Ward's Dealer Business and other Ward's titles
- Sent each Monday
- Includes encapsulated dealer news from the Ward's Dealer Business section of WardsAuto.com, including the hottest news, Ward's rankings, best practices, dealer profiles, and more

2011 PRICING

	OEM edition	DEALER edition
<u>Top banner position - one month</u> (4 - 5 issues) 468 x 60 pixel banner plus text position (see below)	\$3,950 net	\$4,575 net
<u>Skyscraper position - one month</u> (4 - 5 issues) 120 w x 600 pixel graphic in left rail of newsletter, plus text position (see below). Shorter skyscraper ad positions also available.	\$2,975 net	\$3,535 net
<u>Text position - one month</u> (4 - 5 issues) 50 words including headline and linking text URL. Talk to us about adding a 120 x 60-pixel graphic with your text ad.	\$1,995 net	\$2,220 net

OEM EDITION

WARDSAUTO.COM
News from Ward's OEM Edition
November 5, 2008 A Penton Media Publication Vol. 7 No. 44

Continental Driving Intelligence
www.continental-corporation.com

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Features
Ford Aims to Exceed Federal Fuel Requirements
Ford's new hybrid system "is 100% Ford technology," hybrid chief Nancy Gioia says. "It's all Ford innovation and engineered right here in North America."
Five Axis, Street Image Toyota Venzas Debuting at SEMA
Five Axis' AS V geared to winter-sports enthusiasts, with special storage for skis and snowboards.
Auto Industry Could Hinge on GM-Chrysler Combination, Consultant Says
Structurally and strategically, Grant Thornton takes a positive view of the combination.
VW's Growing Motorsport Arm Already Has Eye on 2009 Baja 1000
Next month's Baja 1000, the first for VW and

DEALER EDITION

WARDSAUTO.COM
WARD'S Dealer Business
WARD'S DEALER WEEKLY: THIS WEEK'S TOP NEWS

News from Ward's Dealer Edition
November 4, 2008 A Penton Media Publication

Q ■ HOW DO YOU SHOP ■ 130 VEHICLE AUCTIONS

Features
Adapt, Improvise, Overcome
Dealers who believe they are in peril of surviving this economic crisis basically have two options if they don't have a buyer knocking on their door. 1. Sell far below normal value or 2. Figure out how to survive this storm.

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