

WARD'S SHOW DAILIES: CONVERGENCE 2008



Special October 2008 show dailies from **WARD'S**
AutoWorld®

Target decision makers in automotive electronics during this increasingly vital industry event

Partner with Ward's to make an IMPACT as the industry's top talent in automotive electronics gathers for Convergence 2008. For three decades the event has showcased the leading edge of the automotive and electronics industries, featuring panel discussions and dozens of presentations on state-of-the-art technologies.

Once again, Ward's will publish show dailies for the event, reflecting our unique experience in delivering detailed news and analysis on emerging automotive technologies via *Ward's AutoWorld*, Ward's Engine and Vehicle Technology Update, and WardsAuto.com.

If prior Convergences are any indication, the 2008 event will be THE FORUM for discussions and announcements on new technologies. In past years, highlighted technologies included: electric and hybrid vehicles, radar brakes, electromagnetic interference and powertrain controls, "infotronics," diagnostics, environmental issues, interior sensing, drive-by-Wire and I-drive.

CONTENTS

Ward's editors will be in force at Convergence 2008, 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 in multiple locations on the show floor around Cobo Hall on Monday, Tuesday and Wednesday – October 20 - 22, 2008.

BONUS DISTRIBUTION: Show Wrap-Up to be delivered to select *Ward's AutoWorld* and other Ward's subscribers in November 2008

SPECIFICATIONS

ad sizes

Trim Size 7-7/8" x 10-3/4"
Full page 7" x 10"
Full page bleed size 8-1/8" x 11"
Bleeds: keep live matter 3/8" from top, bottom and sides

digital requirements

Preferred Applications: QuarkXpress™; Adobe PageMaker®; Adobe InDesign®

Media: High res PDF with colot proof.
Materials sent as film will be converted to a digital file at a cost of \$50.00 per ad.

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

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