

# AUTOMOTIVE SITE SELECTION:

## A DECEMBER 2008 SUPPLEMENT TO WARD'S AUTOWORLD

### Attract More Automotive Development to Your Area.

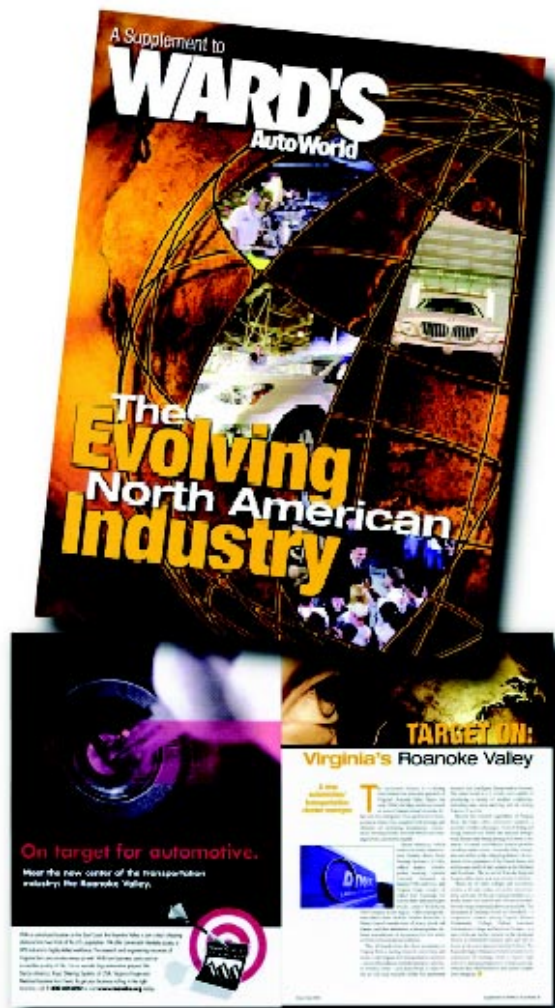
This December, *Ward's AutoWorld* will help its readers – decision making professionals at vehicle manufacturers and suppliers – explore the options for new facility locations, utilities, and much more.

The editors responsible for making *Ward's AutoWorld* the preferred OEM publication will provide their unique insights on: factors influencing manufacturers' site selection decisions, trends in new facilities, and other economic development issues our readers – your customers – will find intriguing.

*Ward's AutoWorld* regularly covers news and trends on site selection in the auto industry, but this supplement marks our first editorial package devoted to this topic.

Reach decision makers in the auto industry, in the auto magazine they prefer!

**Download a PDF of our most recent Site Selection supplement at <http://wardsauto.com/about/advertising> and contact your Ward's representative today for your rate and to reserve space in this special publication.**



**AN ENTIRE SPREAD FOR YOUR MESSAGE!**  
Impact our readers with a **FULL PAGE AD** beside a **PAGE of ADVERTORIAL!**

### CIRCULATION

This supplement will be mailed to approximately 10,000 targeted *Ward's AutoWorld* recipients (corporate management) at major vehicle manufacturers and suppliers. **BONUS DISTRIBUTION:** attendees of the 2008 Traverse City Management Briefing Seminars

### SPECIFICATIONS:

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. For full specifications and digital requirements, view the *Ward's AutoWorld* rate card at <http://www.wardsauto.com/about/advertising>.

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