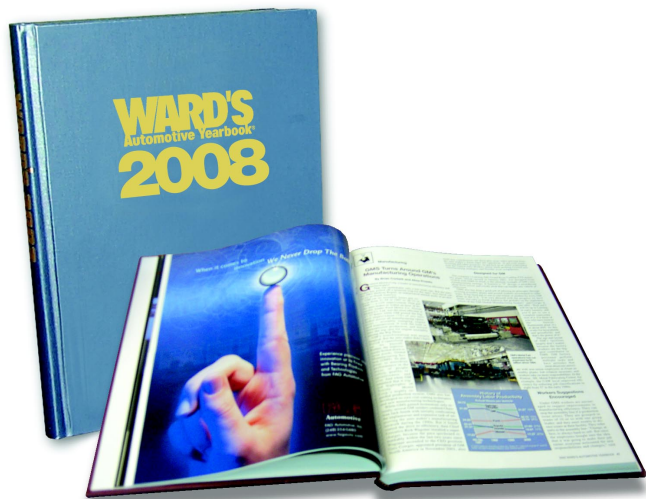


WARD'S AUTOMOTIVE YEARBOOK



A reference annual from the publisher of **WARD'S** AutoWorld

Make a Lasting Impression in the Auto Industry's "Bible"

Ward's invites you to impact your customers in a publication greatly valued by readers and kept for future reference for years to come!

Published for more than 70 years, the *Ward's Automotive Yearbook* is widely seen as the automotive industry's "Bible," encapsulating a year's-worth of auto manufacturing activity between two hard-bound covers.

Recipients of our *Yearbook* include all subscribers to our weekly newsletter, *Ward's Automotive Reports*, plus hundreds more automotive professionals who pay \$530 for a copy of the *Yearbook*.

In addition, your reach is extended even further as the *Yearbook* often makes the rounds throughout a company as many people in an organization seek out this valuable resource throughout the year.

CONTENTS

- U.S., Canada and Mexico vehicle production and sales by line, month and make
- Automaker profiles with a year's worth of significant events and key financial data
- Car and light vehicle prices, photos and assembly sites
- Trends and developments in materials, engines, electronics, manufacturing, and drivetrains

SPECS & RATES

unit	size	4c rate*
Spread	16 1/4 x 11" (trim)	9,576
Full Page	8 1/8 x 11" (trim)	5,313
Full Page (non-bleed)	7 1/8 x 10"	5,313
2/3 Page	4 3/4 x 10"	4,284
1/2 Page Island	4 1/2 x 7 1/2"	3,476
1/2 Page Horiz	7 1/8 x 5"	3,103
1/2 Page Vert	3 1/2 x 10"	3,103
1/3 Page Square	2 3/8 x 10"	2,541
1/3 Page Square	4 1/4 x 5"	2,541
1/4 Page	4 1/4 x 5"	2,121
1/6 Page	3 1/2 x 2 1/2"	1,964

Bleeds: please add 1/8" on all sides, and please keep live area 1/2" from all sides

* 10% discount if in addition to your existing Ward's schedule.

Material Submission: Please provide print-ready PDF, QuarkXpress, or InDesign file on CD, with color proof.

Mail to: Meghann Johnson, Penton Media, Inc.
7900 International Dr, 3rd Fl, Minneapolis, MN 55425
Contact meghann.johnson@penton.com with questions.

Materials sent as film will be converted to a digital file at a cost of \$50.00 per ad.

Space Reservation Close: May 5, 2008
Material Close: May 12, 2008

CONTACT INFORMATION

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

Detroit/Midwest U.S.
Dyanna Hurlley
ph: 586-983-4252
dhurlley@wardsauto.com

Chicago/Central U.S.
Dave Haggett
ph: 847-934-9123
dghaggett@aol.com

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

Northeast/Southern U.S.
Bill Doucette
ph: 603-236-3310
wjduce@aol.com

Managing Director
Jim Bush
ph: 248-799-2611
jbush@wardsauto.com