

THE WARD'S READERSHIP GUARANTEE

**Contact us today to test our promise,
a pledge no one else can make.**

For many years, we have guaranteed that *Ward's AutoWorld* is the preferred publication of your customers.

Many companies have tested this pledge and can attest that our statement rings true: their own customers prefer *Ward's AutoWorld* over all other automotive OEM publications.

We extend the same challenge to your company:

How our guarantee works:

- 1) A third party will conduct a study at our expense using your own customer and prospect list.
- 2) If the study shows we're preferred over all other automotive OEM publications, run an advertising program with us.
- 3) If we are not the publication preferred by your customers, we'll run your ad FREE.

Here are just a few companies who've tested our readership guarantee:

- Metaldyne
- DuPont Automotive
- Dana
- Exxon Chemical
- Eaton Corporation
- Mahle Pistons
- Shell Oil
- Brown and Sharpe
- Siemens VDO
- Waltec Forgings

THE INDUSTRY'S ONLY READERSHIP GUARANTEE



**your customers prefer Ward's
or your ad runs free!**

THE GUARANTEE AGREEMENT:

I agree to allow *Ward's AutoWorld* to hire a third party to study a portion of my customer list at Ward's expense. If the study shows my customers prefer Ward's over all other OEM publications, I will run an advertising schedule with Ward's within the next 12 months. If not, Ward's will run my ad* free (* up to full page, to run once within 6 months of study, no guaranteed position)

Your Signature

Ward's Representative Signature

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