

2012 Online Advertising Opportunities

	1 month	3 months	6 months	12 months
Leaderboard Set (728 x 90 pixels) (480 x 60 pixels)	\$2,940	\$7,040	\$11,240	\$21,000
Skyscraper (160 x 600 pixels)	\$2,940	\$7,040	\$11,240	\$21,000
Half-Banner - fixed on Home Page (234 x 60 pixels)	\$3,570	\$9,140	\$14,700	\$27,410
Tile Ad - located on navigation area (120 x 85 pixels)	\$790	—	—	\$ 6,410
Tall Tile Ad	\$1,520	—	\$7,560	\$12,600
Imbedded Ad	\$1,730	\$4,880	\$8,510	\$15,751
	1 month	2 months		
Rich Media Video Ad Rectangle	\$3,600	\$6,500		
Interstitial Rectangle	\$6,000			

SPONSORSHIP OPPORTUNITIES

Service Zone

Exclusive automotive service content that is emailed to over 15,000 every two weeks. Contains in-depth auto service tips, news and TSBs exclusively targeting independent tire dealers.

Motorsports

Called Pacesetters, this fast-paced section carries the latest motorsports news and its tie-in with retail tire marketing.

Newsmail

Published daily, this subscriber-based push email service for tire dealers delivers the latest tire industry headlines and story links.

Additional Sponsorships

Sponsorship of special pages, webcasts and services are available. Please contact Chris Harris, Associate Publisher, for sponsorship opportunities.

ADVERTISING POLICIES

Agency Commission: 15% of gross billing allowed to recognized agencies, provided account is paid within 30 days of invoice date.

PAYMENT TERMS

Invoices are dated as of the ad start and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion for payment, however, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and the agency warrants, by submitting the insertion order, that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

DELIVERY OF ONLINE ADVERTISING MATERIALS

By Regular Mail : send a standard CD with your ad to:
 New Media Dept. Attn: Sherry Emard 1155 Gratiot Ave. Detroit, MI 48207-2997

By e-mail: semard@crain.com

Please be sure to reference the advertiser company on the disk and include a contact name and phone number in case problems occur in the loading of the advertisement.

PRODUCTION SPECIFICATIONS

File Format: SWF, GIF, or JPEG files accepted. SWF files need to be modified per the instructions at www.crain2i.com/flash and need to be saved down to version 7 or lower. The maximum file size on GIF or JPEG: 25K; the maximum file size on SWF: 50K. We do accept third party ad tags.

INTERNET SALES

Chris Harris (330) 865-6108 charris@crain.com
 Jennifer Hazen (330) 865-6117 jhazen@crain.com
 Mark Holman (330) 865-6118 mholman@crain.com

WEB COORDINATOR

Alaina Scott (330) 865-6129 ascott@crain.com

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