

**BLACK & WHITE RATES** (Not tax exempt)

Page Size	1X	6X	13X	19X	26X
Tabloid Page (70")	\$10,080	\$8,820	\$8,470	\$7,980	\$7,770
Standard Page (40")	6,960	6,360	5,800	5,600	5,320
1/2 Page (35")	6,685	5,985	5,565	5,285	5,005
1/4 Page (18")	3,690	3,240	3,060	2,952	2,844
Std. Page Spread (80")	13,920	12,720	11,600	11,200	10,640
Tab Spread (140")	20,160	17,640	16,940	15,960	15,540

**FRACTIONAL RATES**

70" Tabloid Page	\$144.00	\$126.00	\$121.00	\$114.00	\$111.00
40"- 69"	174.00	159.00	145.00	140.00	133.00
20"- 39"	191.00	171.00	159.00	151.00	143.00
2"- 19"	205.00	180.00	170.00	164.00	158.00

**COMBINATION RATES**

Companies with two or more divisions advertising separately may use their combined frequency to determine frequency discounts.

**COLOR RATES**

Based on page or fraction thereof. Space cost is extra.

Standard AAAA colors	\$ 1,600
Matched color (PMS/M&M MT.)	\$ 2,100
4-color process (per page)	\$ 2,950

**COVERS**

See Special Positions below.

**INSERTS**

Available. Consult Associate Publisher. (NOTE: Page 1 not sold)

**BLEED**

Acceptable in tabloid pages, tabloid and standard page spreads and standard pages. No extra charge.

**SPECIAL POSITIONS**

Available. Consult Associate Publisher. (NOTE: Page 1 not sold)

**CLASSIFIED INCH RATES**

	1X	3X	6X	13X	19X	26X	32X
1-12"	153.00	148.00	140.00	130.00	125.00	120.00	115.00
12.25"+	148.00	142.00	133.00	125.00	120.00	116.00	110.00

**CLASSIFIED BOX NUMBER SERVICE CHARGE** \$25 per insertion.

**CLASSIFIED COLUMN WIDTHS**

1 Col.	2 Col.	3 Col.	4 Col.	5 Col.	6 Col.
1- 9/16"	3- 5/16"	5"	6- 3/4"	8- 1/2"	10- 3/16"
(4.76cm)	(6.91cm)	(12.7cm)	(17.14cm)	(21.59cm)	(25.87cm)

**SPLIT RUN**

Consult Associate Publisher.

**CONTRACT AND COPY REGULATIONS**

Business Publications Contract and Copy Regulations as printed in SRDS apply.

**ISSUE AND CLOSING DATES**

Issued every other Monday. Closing for orders and materials is 12 calendar days prior to publication date. Classified closing is 10 calendar days prior to publication date.

**DISPLAY PAGE DIMENSIONS**

	BLEED	LIVE	TRIM
Tab Spread	22 x 14 3/4" (55.88cm x 37.46cm)	20-7/8 x 13-1/2" (53.02cm x 34.29cm)	21-3/4 x 14-1/2" (55.24cm x 36.83cm)
Tab Page	11-1/8 x 14-3/4" (28.25cm x 37.46cm)	10-3/16 x 13-1/2" (25.87cm x 34.29cm)	10-7/8 x 14-1/2" (27.62cm x 36.83cm)
Std. Pg. Spread	16-3/4 x 10-3/4" (42.54cm x 27.30cm)	16-3/4 x 10" (42.54cm x 25.40cm)	16-3/4 x 10-1/2" (42.54cm x 26.67cm)
Std. Page	8-3/4 x 10-3/4" (22.22cm x 27.30cm)	8-1/8 x 10" (20.63cm x 25.40cm)	8-1/2 x 10-1/2" (21.59cm x 26.67cm)
1/2 Page	11-1/8 x 7-3/4" (28.25cm x 19.68cm)	10-3/16 x 7" (25.87cm x 17.78cm)	10 7/8 x 7-1/2" (27.62cm x 19.05cm)
1/4 Page	-	6-1/16 " x 6" (15.39cm x 15.24cm)	-

\* Bleed - side and bottom only on Standard Page. Standard page spread bleeds bottom only.

**DISPLAY COLUMN WIDTHS**

1 Col.	2 col.	3 col.	4 col.	5 col.
1-7/8"	4"	6-1/16"	8-1/8"	10-3/16"
(4.76cm)	(10.16cm)	(15.39cm)	(20.63cm)	(25.87cm)

**SPECIAL SERVICES**

Circulation list, ad and article reprints available. Consult Associate Publisher.

**CIRCULATION**

See ABC statement

**MECHANICAL DATA**

Printing: Tire Business is printed heat-set web offset on 36lb. Matte stock.

In general, follow recommended Specifications Web Offset Publications (SWOP)

Binding: Saddle Stitched

Publication Trim Size: 10-7/8" x 14-1/2" - (27.62cm x 36.83cm)

**ADVERTISING PRODUCTION SPECIFICATIONS**

All advertising should be provided in a digital format. For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center please visit our web site at: [www.crain.com/digital\\_ad\\_center](http://www.crain.com/digital_ad_center)

**DIGITAL AD SPECIFICATIONS:**

**File Formats:** PDF, EPS (with all fonts and images embedded) and high-resolution TIF files are acceptable.

**Color, Images and Fonts:** Four-color ads must be converted to CMYK. Two color ads should be produced using the CMYK mode. All PMS or pre-mixed inks require dedicated print units and will be billed at the Matched Color Rate. Please refer to the current rate card for rates. Black and white ads need to be converted to grayscale. All images must be embedded. Image manipulation (resizing, color-mode changes and rotating) should be done in the application the image was generated with before importing it into a page make-up program. Image resolution should be at a minimum of 300 dpi. Fonts must be embedded or converted to outlines. Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only. Maximum density in any one area, all colors, should not exceed 300%.

**Proofs:** Advertisements supplied to Crain without an acceptable colors proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof. Preferred proofs are Kodak Approval or another SWOP approved proof prepared 5-7% heavier than the file to simulate press gains and ink coverage to our web offset press. Color lasers or low quality ink jet prints are not acceptable color guidance.

**Ad Submission:** Upload to [www.crain.com/digital\\_ad\\_center](http://www.crain.com/digital_ad_center)

**Shipping instructions:** Space and insertion orders, correspondence and ad materials should be addressed to the Display Advertising Production Department, Tire Business, 1725 Merriman Rd., Akron, OH 44313-9006. Phone: 330-865-6179 or email to [lberesh@crain.com](mailto:lberesh@crain.com)