

TIRE BUSINESS

Classified Ad Rates

2018 FREQUENCY CONTRACTS

Rate determined by the number of insertions within 12 months of first insertion

BLACK & WHITE INCH RATES, PER INSERTION

Page Size	1X	3X	6X	13X	19X	26X	32X
1-12"	\$177	\$170	\$160	\$148	\$140	\$126	\$121
12.25"+	\$172	\$162	\$153	\$143	\$134	\$122	\$116

	1X	3X	6X	13X	19X	26X	32X
2" 1 columns x 2" (1-9/16" wide x 2")	\$354	\$340	\$320	\$296	\$280	\$252	\$242
2" 2 columns x 1" (3-5/16" wide x 1")	\$354	\$340	\$320	\$296	\$280	\$252	\$242
4" 2 columns x 2" (3-5/16" wide x 2")	\$708	\$680	\$640	\$592	\$560	\$504	\$484
6" 2 columns x 3" (3-5/16" wide x 3")	\$1,062	\$1,020	\$960	\$888	\$840	\$756	\$726
8" 2 columns x 4" (3-5/16" wide x 4")	\$1,416	\$1,360	\$1,280	\$1,184	\$1,120	\$1,008	\$968
12" 3 columns x 4" (5-1/16" wide x 4")	\$2,124	\$2,040	\$1,920	\$1,776	\$1,680	\$1,512	\$1,452

For additional sizing options, contact Brooke Stender, classified sales manager 330-865-6117 or bstender@crain.com

COLOR

\$200 gross per standard color; \$490 gross 4 color process

To figure the cost of your ad:

1. Multiply the number of columns wide x the number of inches deep (an ad 2 columns wide x 4" deep is 2 x 4 = 8 column inches).

AGENCY DISCOUNT

15% discount given on gross billing for camera-ready/digital ad material

2. Multiply the total column inches by the appropriate frequency rate (An 8 column inch ad at the 6x frequency is 8 x \$160 = \$1,280 ea.)

BLIND BOX SERVICE CHARGE

\$30 per insertion (if applicable)

There are 6 columns on a classified page.

DEADLINE

Fridays, 10 days prior to issue date

ONLINE CLASSIFIED ADS

Enhance your print ad with a simultaneous online classified ad at TireBusiness.com.

Rates:

200 words or less: \$490/ month

200+ words: \$575/ month

Help Wanted - Top Read Stories Newsmail: \$70/ month

CONTACT

Brooke Stender, classified sales manager
330-865-6117 or bstender@crain.com