

Advertising in the SPE® Automotive Division Quarterly Newsletter

Audience

Printed copies of the quarterly newsletter of the SPE Automotive Division are mailed to approximately 1,100 SPE Automotive Division members and automotive executives in North America, plus a digital edition is downloaded by approximately 500 people globally. Each issue is also permanently posted on our SPE Automotive Division website (<http://speautomotive.com/news.htm>)¹

Deadlines

Press-ready art due as follows:

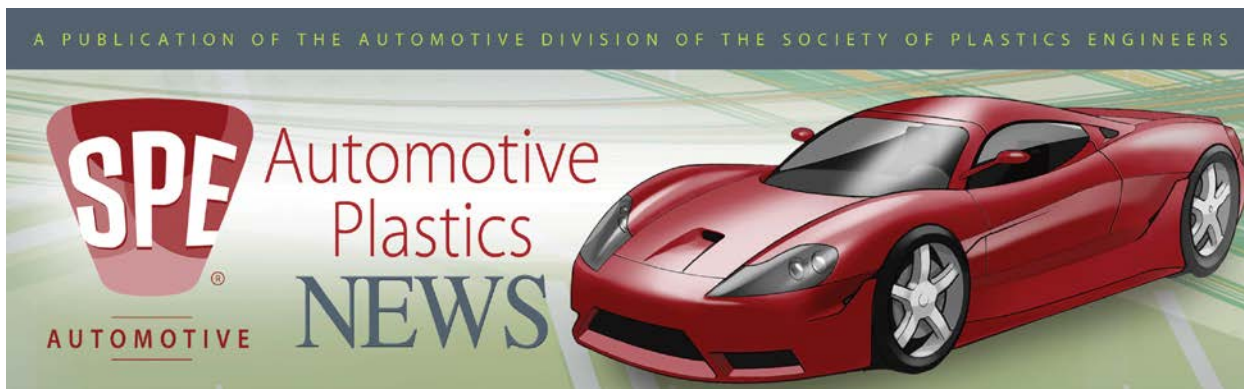
- Issue: March/April—Materials due February 15
- Issue: June/July—Materials due May 15
- Issue: September/October—Materials due August 15
- Issue: December/January—Materials due November 15

Orders

To reserve space in the SPE Automotive Division newsletter, contact Teri Chouinard, Intuit Group, by eMail: teri@intuitgroup.com; or by phone: +1.248.701.8003.

Please Note: 10% discount offered if 2 years/8 issues are booked at the same time & payment is made within 30 days.

¹ In April 2016, our website's hosting company radically changed how it measured web traffic. Previous to the change, reports from the ISP emailed to the Automotive Division indicated traffic to our site ranged from 70,000-76,000 unique visits/month. After the change, web traffic dropped to approximately 5,000 visits/month.



Payments

Purchase a *4-issue flight* at any point in time. (No single-insertion rate is available.) Sponsor will be invoiced upon receipt of order and remittance is due net-30 days. Overdue payments will be subject to a service fee and ad will not be run until payment is received. Payments may be made by credit card (Visa, MasterCard, and American Express) or by PayPal or check. To pay by check, address it to: SPE Automotive Div., and *mail to*: Bonnie Bennyhoff, SPE Automotive Div., 1800 Crooks Road, Suite A, Troy, MI 48084 USA. To pay by credit card or PayPal, contact Bonnie by *eMail*: treasurer@SPEAutomotive.com; or by *Phone*: +1.248.244.8993 extension 4.

Acceptable Formats

PDF/X-1a compliant or Press Ready PDF are preferred formats. Mac-formatted InDesign CS4, Illustrator CS4 or Photoshop CS4 files are also accepted. Include all graphics placed & fonts used. Photoshop graphics are to be in .tif, .eps or .jpg format, CMYK, 300 dpi at 100%. All fonts within vector files must be converted to outlines. We cannot accept ads created in Word, PowerPoint, or any other software not listed above OR images embedded within. Artwork not production-ready to these specifications will incur pre-press charges to edit files. Revisions to ads after submission will incur charges.

Trim size = 8.5 x 11 in. / 216 x 279 mm.

Live Area = 7.5 x 10.0 in. / 191 x 254 mm.

Dimensions

Size Ad (All ads 4-color)	Width	Height	Width	Height	Cost per Flight of 4 Issues
Quarter Page	3.75 in.	5.0 in.	95 mm	127 mm	\$2,400 USD
Half Page – Horizontal	7.625 in.	5.0 in.	195 mm	127 mm	\$3,500 USD
Half Page – Vertical	3.75 in.	10.0 in.	95 mm	254 mm	\$3,500 USD
Full Page (without Bleeds)	7.5 in.	10.0 in.	191 mm	254 mm	\$4,500 USD
Full Page (with Bleeds)	8.75 in. (trims to 8.5 in.)	11.25 in. (trims to 11.0 in.)	222 mm (trims to 216 mm)	286 mm (trims to 279 mm)	\$4,500 USD