We believe that excellent journalism helps leaders decipher, comprehend and make better decisions that will move the auto industry forward. That mission is critically important now as the future of mobility unfolds and massive trends impact traditional and new companies in the global automotive industry. Automotive News, founded in 1925, is recognized globally for its authority, integrity and clear reporting on B2B issues related to automotive manufacturers, original equipment suppliers, franchised dealers and increasingly others working in the business of moving people and things from one place to another. Simply put, we are the source for the latest news, insight and perspective important to companies in the automotive industry. Our subscribers are today’s leaders and tomorrow’s rising stars – a loyal, engaged audience that depends on Automotive News as a trusted and powerful voice.

THE MISSION:
To help business leaders better navigate powerful and complex trends impacting the automotive industry.

THE NUMBERS:

56,642
Subscribers

100%
Paid circulation

82%
Renewal rate

3+
Readers per copy

42
Minutes spent reading each issue

84%
Consider Automotive News their most important industry publication

211,295
FOLLOWERS
+7.5% YoY

46,723
FANS
+15% YoY

454,182
FOLLOWERS
+14% YoY

THE IMPACT:

“I like being able to read the printed editions of AN. I tend to read every article and it’s a great break from my computer!”

“Great publication. Rely on it to get the industry view on current events.”

“I read weekly to gain insight into the automotive industries trends, product development, and technologies.”

“A wealth of informative and useful information for anyone in the automotive industry.”

“I find the industry trends and the adoption of BEVs, ride sharing and autonomous driving most useful.”

“I've been flipping from cover to cover since 1990 and there's always some interesting new idea to think about.”

Source: Signet Research 2020
THE POWER OF PRINT AND DIGITAL ADVERTISING

Classified ads run in our weekly print and digital editions that publish each Monday, and on autonews.com. As a result, advertisers can reach the entire Automotive News audience. Get your message in front of top auto-industry executives by running your help-wanted, dealership-available, dealer-service or other ads in the CLASSIFIEDS section, digitally and online.

SAMPLE CLASSIFIED PAGES
COMMONLY USED AD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 col x 5&quot;</td>
<td></td>
<td>$2,970</td>
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<tr>
<td>3 col x 6&quot;</td>
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<tr>
<td>1 col x 4&quot;</td>
<td></td>
<td>$1,183</td>
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<tr>
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<td>$594</td>
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<td>1 col x 1.5&quot;</td>
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</tr>
<tr>
<td>2 col x 3&quot;</td>
<td>Eighth Page</td>
<td>$1,782</td>
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<tr>
<td>2 col x 4&quot;</td>
<td></td>
<td>$2,376</td>
</tr>
<tr>
<td>5 col x 7&quot;</td>
<td>Half Page</td>
<td>$10,395</td>
</tr>
<tr>
<td>3 col x 6&quot;</td>
<td>Quarter Page</td>
<td>$5,346</td>
</tr>
<tr>
<td>2 col x 2&quot;</td>
<td></td>
<td>$1,188</td>
</tr>
</tbody>
</table>

For advertising information, call 800-388-1800 or 313-446-0326 or email Angela Schutte at aschutte@autonews.com

TO REPLY TO A CONFIDENTIAL BLIND BOX AD
Please email: anboxreply@autonews.com
Reference Box # in the subject line (Example: Box #1234)
RATES

LINE ADS

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>13x</th>
<th>26x</th>
<th>52x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$116</td>
<td>$112</td>
<td>$108</td>
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<td>$100</td>
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<td>Additional Lines</td>
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<td>27</td>
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</table>

DISPLAY ADS

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<th>6x</th>
<th>13x</th>
<th>26x</th>
<th>52x</th>
</tr>
</thead>
<tbody>
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<td>$276</td>
<td>$253</td>
<td>$239</td>
<td>$208</td>
<td>$178</td>
</tr>
</tbody>
</table>

Rates are Per Column Inch

More Sizes Available
Minimum ad size is 1.00", then sold in .25" increments, multiplied by the column width.

Example: 2 columns in width x 1.25" in depth = a 2.5" ad

To price various ad sizes, multiply the total inches x frequency level cost, shown above.

Example: If you would like to run in 3 issues, which is the 3x rate then multiple $276 x 2.50 = $690 per ad x 3, totaling $2070)

ONLINE AD PLACEMENT
$55 per insertion

COLOR AD
$105 per insertion

excludes job ads

PRICING EXAMPLES
COMMONLY USED AD SIZES*

<table>
<thead>
<tr>
<th>SIZES</th>
<th>BLACK &amp; WHITE</th>
<th>B&amp;W + ONLINE</th>
<th>COLOR</th>
<th>COLOR + ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$352</td>
<td>$402</td>
<td>$457</td>
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<tr>
<td>1 col. x 1.5&quot;</td>
<td>445.50</td>
<td>500.50</td>
<td>550.50</td>
<td>605.50</td>
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<tr>
<td>1 col. x 2&quot;</td>
<td>594</td>
<td>649</td>
<td>699</td>
<td>754</td>
</tr>
<tr>
<td>1 col. x 3&quot;</td>
<td>891</td>
<td>946</td>
<td>996</td>
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<tr>
<td>1 col. x 4&quot;</td>
<td>1,188</td>
<td>1,243</td>
<td>1,293</td>
<td>1,348</td>
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<td>1,188</td>
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<td>2 col. x 3&quot;</td>
<td>1,782</td>
<td>1,837</td>
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<td>3,025</td>
<td>3,075</td>
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<tr>
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<td>2,481</td>
<td>2,536</td>
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<tr>
<td>Quarter page – 3 col. x 6&quot;</td>
<td>5,346</td>
<td>5,401</td>
<td>5,451</td>
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<td>10,395</td>
<td>10,450</td>
<td>10,500</td>
<td>10,555</td>
</tr>
</tbody>
</table>

ADDITIONAL DETAILS

- Confidential Box Numbers: $55.00 per week
- Classified Ad Close: 5 p.m., Monday – 7 days prior to the pub. date
- Discounts: 15% camera ready discount
- Publication Trim Size: 10.437” x 14.5”
- Prepayment required for all ads

COLUMN MEASUREMENTS

<table>
<thead>
<tr>
<th>COLUMNS</th>
<th>PICAS</th>
<th>INCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11p</td>
<td>1 11/16” (1.832”)</td>
</tr>
<tr>
<td>2</td>
<td>23p</td>
<td>3 11/16” (3.830”)</td>
</tr>
<tr>
<td>3</td>
<td>35p</td>
<td>5 11/16” (5.829”)</td>
</tr>
<tr>
<td>4</td>
<td>47p</td>
<td>7 11/16” (7.827”)</td>
</tr>
<tr>
<td>5</td>
<td>59p</td>
<td>9 11/16” (9.826”)</td>
</tr>
</tbody>
</table>
Want to Attract Top Talent? Then use the Automotive News Jobs Board, an online-only resource for automotive employers seeking highly qualified, talented candidates, as well as for job seekers looking for the perfect automotive job. The audience for this nationwide resource includes manufacturers, dealers, suppliers, aftermarket companies and other influencers closely allied with the industry.

16,400+
Resumes

45,000+
Job views per month

29,000+
Registered candidates

53%
Job seekers who are executive level or above

To reach the entire Automotive News audience and ensure the best results, opt to run an ad in both print and online.

Select any of the classified print ad options, then choose one of these two online posting options:

- Basic Online Posting: $115
- Premium Online Posting: $305

The Premium Posting optimizes your investment and puts your job in the inbox of thousands of automotive professionals! Premium Postings include:

- Job emailed to thousands of automotive professionals
- Premium 30 day posting
- Position near top of list on jobs board
- Vibrant highlighting on jobs board

"I fill open positions by advertising in Automotive News. With Automotive News, I get at least 100 resumes per job and 99% of them are qualified!"

— Darren Stokes
HR Director, Rick Case Automotive Group

2021 JOBS BOARD EMAIL SCHEDULE

January 9 • February 6 • March 6 • April 3 • May 1
May 29 • June 26 • July 24 • August 21 • September 18
October 16 • November 13 • December 11

If you would like to run on the Automotive News Jobs Board exclusively, please go to: www.jobs.autonews.com

This is a self-service tool where you will be asked to register and be able to create your own listing. Simply choose your product (pricing option) and follow the easy steps when promoted to complete the process.
Automotive News’ People on the Move is the best way to share your company’s personnel announcements with the automotive community. People on the Move listings will appear both in Automotive News and online at autonews.com.

New hires, promotions and board appointments all reflect greatly on your brand, and offer perfect opportunities to raise your or your company’s visibility within the industry.

**SINGLE LISTING: $249**
(500 characters max., one photo)

**DOUBLE LISTING: $449**
(750 characters max., two photos)

**ADD A COMPANY LOGO: + $100**

Tell Automotive News readers about your company’s latest news by purchasing a Companies on the Move post, which appears both in Automotive News and online at autonews.com. It’s an excellent way to build your brand by highlighting business launches, key announcements, top honors and awards and more.

**SINGLE LISTING: $249**
(500 characters max., one photo)

**DOUBLE LISTING: $449**
(750 characters max., two photos)

**ADD A COMPANY LOGO: + $100**

**People on the Move**

MetroTech Automotive has announced that Steve Kessel has been named Chief Operating Officer. Steve has played a key role in the growth of MetroTech over the past eight years, including significant expansion in the Western U.S. In his role as COO, he will be responsible for all day-to-day operations of MetroTech Automotive and its 600+ partners. He will also continue as Chief Financial Officer.

**Steve Kessel**
Chief Operating Officer
MetroTech Automotive
Charlotte, NC

**Companies on the Move**

Electronic parts ordering is up 20 times over four years, according to CCC Information Services. The software company for the automotive, collision repair and insurance industries also reports the number of auto dealers in its CCC Parts Network has grown 50 percent year over year, and a majority of automakers now use its promotional parts-pricing offering. The tool set offers real-time parts quoting, upfront promotional pricing, parts ordering, invoice/rebate processing and analytics all in a single, continuous workflow. Andreas Hecht, general manager and senior vice president of CCC, said, “By integrating and automating parts marketing and sales processes, users see fewer parts returned, shorter cycle times and increased sales.” The network includes original equipment, aftermarket and recycled parts suppliers. Visit www.cccis.com/parts-network.
CONTACT

Share jobs, products and services, business opportunities, dealerships available, auctions, people on the move, companies on the move and more.

Contact Angela Schutte to experience the power of a well-placed ad.

ANGELA SCHUTTE

Classified Sales Manager

313-446-0326
aschutte@autonews.com