

## OUR WEBSITE

We believe that excellent journalism has the ability to help leaders decipher, comprehend and make better decisions that will move the auto industry forward. Our readers turn to autonews.com daily for clear, unbiased and in-depth reporting to help them navigate a complex industry.

Most of the articles found on our website can only be read by paying subscribers. This ensures a high level of engagement and maximum time spent on your advertising message.

## HOMEPAGE

Industry decision-makers start their day on the homepage of autonews.com.

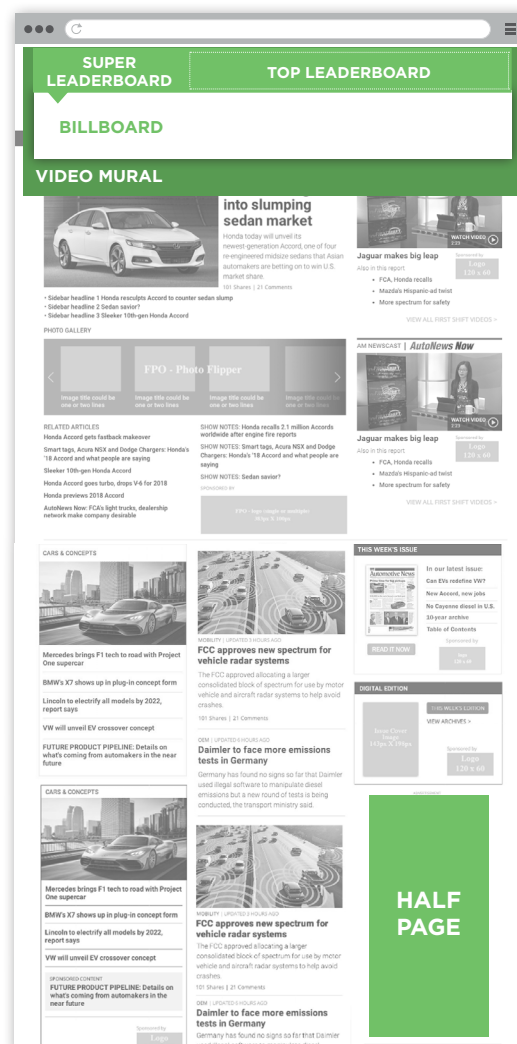
Business priorities are ever-changing. Our homepage helps our readers prioritize the news and decide what's important. Our homepage offers prominent placements with a broad reach that drives maximum exposure for your brand.

## REASONS TO BUY

- **FIRST IMPRESSION VISIBILITY:**  
25% of all visits to autonews.com start on the homepage
- **LOYAL VISITORS:**  
40% of all homepage page views are from readers who visit autonews.com at least every other day
- **TIME-ON-PAGE:**  
32% of homepage visitors spend more than 1 minute on the page; 83% spend more than 15 seconds on the page

## BANNER ADS: SOLD WEEKLY

AD POSITION	GROSS CPM
Top Leaderboard	\$47
Super Leaderboard	48
Billboard	57
<b>new!</b> Video Mural	89
Half Page	43
Thought Leadership Box	23
Takeover with Top Leaderboard or Billboard (flat rate)	35,000



# TARGETED CATEGORIES

Targeted category ads offer an excellent opportunity to effectively reach readers in your specific audience segment. Choose either Retail or OEM audience targeting, and your ads will enjoy greater engagement alongside articles and on index pages that are relevant to those audience segments.

## REASONS TO BUY

- **ADJACENT TO CONTENT:**  
97% of impressions are served on article pages (3% served on index pages)
- **TIME-ON-PAGE:**  
62% of targeted category visits last more than 30 seconds

## BANNER ADS: SOLD WEEKLY

AD POSITION	GROSS CPM	GROSS CPM
	RETAIL	OEM
Top Leaderboard	\$195	\$95
Super Leaderboard	198	98
Billboard	216	118
Video Mural	250	139
Medium Rectangle	189	89
Half Page	132	59
Interstitial	259	143

new!

# RUN OF SITE

Want to build your brand or introduce a new product into the market?  
Run of site advertising is a cost-effective tool to increase visibility for your company. These ads appear on high-traffic internal pages of autonews.com, including story pages, photo galleries, blogs, editorials and more.

## BANNER ADS: SOLD MONTHLY

AD POSITION	IMPRESSIONS	GROSS RATE
Top Leaderboard	325,000	\$16,480
Super Leaderboard	325,000	17,240
Billboard	325,000	18,830
Video Mural	325,000	19,880
Medium Rectangle	275,000	12,000
Half Page	275,000	9,720

new!

