MAGAZINE AUDIENCE:
9,972 Read the Print Edition
4,377 Read the Digital Edition

Approximately 1,310 of these readers receive both the print and digital edition.

ONLINE VISITORS:
218,774 Monthly Page Views
88,077 Monthly Unique Visitors
Monthly average Jan-July 2020

DISTRIBUTION BY PROVINCE:
- 43% Ontario
- 21% Quebec
- 10% Northwest Territories, Saskatchewan & Manitoba
- 7% Alberta
- 7% British Columbia
- 7% Newfoundland and Labrador, Prince Edward Island, New Brunswick & Nova Scotia
- 7% Outside of Canada
THE POWER OF PRINT AND DIGITAL ADVERTISING

Classified ads run in our monthly print and digital editions. As a result, advertisers can reach the entire Automotive News Canada 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
### RATES

#### LINE ADS

<table>
<thead>
<tr>
<th>Line(s)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Line (Minimum Size)</td>
<td>$40</td>
<td>$36</td>
<td>$32</td>
<td>$28</td>
<td>$24</td>
</tr>
<tr>
<td>Additional Lines</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

#### DISPLAY ADS

<table>
<thead>
<tr>
<th>Type</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White</td>
<td>$100</td>
<td>$97</td>
<td>$94</td>
<td>$91</td>
<td>$88</td>
</tr>
</tbody>
</table>

Rates are Per Column Inch

### ONLINE AD PLACEMENT

- **$40 per insertion**

### COLOR AD

- **$80 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>
<td>1 col. x 1&quot; (minimum size)</td>
<td>$100</td>
<td>$140</td>
<td>$180</td>
<td>$220</td>
</tr>
<tr>
<td>1 col. x 1.5&quot;</td>
<td>150</td>
<td>190</td>
<td>230</td>
<td>270</td>
</tr>
<tr>
<td>1 col. x 2&quot;</td>
<td>200</td>
<td>240</td>
<td>280</td>
<td>320</td>
</tr>
<tr>
<td>1 col. x 3&quot;</td>
<td>300</td>
<td>340</td>
<td>380</td>
<td>420</td>
</tr>
<tr>
<td>1 col. x 4&quot;</td>
<td>400</td>
<td>440</td>
<td>480</td>
<td>520</td>
</tr>
<tr>
<td>2 col. x 2&quot;</td>
<td>400</td>
<td>440</td>
<td>480</td>
<td>520</td>
</tr>
<tr>
<td>2 col. x 3&quot;</td>
<td>600</td>
<td>640</td>
<td>680</td>
<td>720</td>
</tr>
<tr>
<td>2 col. x 5&quot;</td>
<td>1,000</td>
<td>1,040</td>
<td>1,080</td>
<td>1,120</td>
</tr>
<tr>
<td>Eighth page – 2 col. x 4&quot;</td>
<td>800</td>
<td>840</td>
<td>880</td>
<td>920</td>
</tr>
<tr>
<td>Quarter page – 3 col. x 6&quot;</td>
<td>1,800</td>
<td>1,840</td>
<td>1,880</td>
<td>1,920</td>
</tr>
<tr>
<td>Half page – 5 col. x 7&quot;</td>
<td>3,500</td>
<td>3,540</td>
<td>3,580</td>
<td>3,620</td>
</tr>
</tbody>
</table>

### ADDITIONAL DETAILS

- **Confidential Box Numbers:** $32.00 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&quot; (1.832&quot;)</td>
</tr>
<tr>
<td>2</td>
<td>23p</td>
<td>3 13/16&quot; (3.830&quot;)</td>
</tr>
<tr>
<td>3</td>
<td>35p</td>
<td>5 15/16&quot; (5.829&quot;)</td>
</tr>
<tr>
<td>4</td>
<td>47p</td>
<td>7 17/16&quot; (7.827&quot;)</td>
</tr>
<tr>
<td>5</td>
<td>59p</td>
<td>9 19/16&quot; (9.826&quot;)</td>
</tr>
</tbody>
</table>
Want to Attract Top Talent? Then use the Automotive News Canada 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 Canada 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: $85
- Premium Online Posting: $240

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

If you would like to run on the Automotive News Canada Jobs Board exclusively, please go to: https://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.

"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
Automotive News Canada’s 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 Canada and online at Canada.autonews.com/people.

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: $319  
(500 characters max., one photo)

DOUBLE LISTING: $575  
(750 characters max., two photos)

ADD A COMPANY LOGO: + $128

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

SINGLE LISTING: $319  
(500 characters max., one photo)

DOUBLE LISTING: $575  
(750 characters max., two photos)

ADD A COMPANY LOGO: + $128

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.

PROMOTION
Steve Kessel  
Chief Operating Officer  
MetroTech Automotive  
Charlotte, NC

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, “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.

TECHNOLOGY SERVICES
CCC Information Services  
Chicago
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

800-388-1800
CanadaClassifieds@autonews.com