

NADA's AutoExec

INSERT/OUTSERT REQUIREMENTS

Reach your most targeted audience of Dealers directly, and align your brand with NADA's *AutoExec* magazine. Highly effective inserts/outserts and cover treatments allow you to stand out from your competitors.

Don't see what you want below? Call Carrie Addington at 800.252.NADA, ext. 8 to discuss additional opportunities. All prices listed are approximate costs and may vary.

INSERT OPTIONS

- Blow-in cards: \$8,500
3 1/2" x 5" (min), 75# paper (min)
- Bind-in cards: \$9,200
3 1/2" x 5" (min) with 3.5" flap,
75# paper (min)
- 4 page 4/4 tip-in insert: \$10,250
7 7/8"w x 10 7/8"h, 60-100# paper
- 8 page 4/4 tip-in insert: \$11,265
7 7/8"w x 10 7/8"h, 60-100# paper
- 12 page 4/4 tip-in insert: \$13,529
7 7/8"w x 10 7/8"h, 60-100# paper

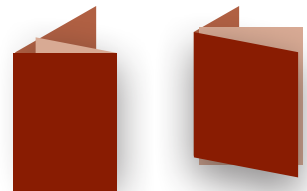
OUTSERT OPTIONS

All outserts must say "supplement to AutoExec" on the cover

- Stickers: \$4,500
Dimensions may vary
Affixed to outside of book
- 4 page 4/4 polybag insert: \$11,250
7 7/8"w x 10 7/8"h, 60-100# paper
- 8 page 4/4 polybag insert: \$12,265
7 7/8"w x 10 7/8"h, 60-100# paper
- 12 page 4/4 polybag insert: \$14,529
7 7/8"w x 10 7/8"h, 60-100# paper

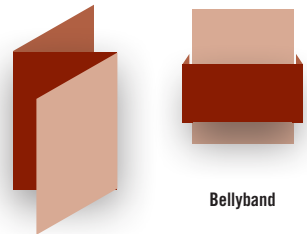
COVER TREATMENTS

- Gatefold: \$17,980
Single gatefold Cover 4/4 + varnish 1 side
Cover 1: 7 7/8"w x 10 7/8"h
Flap: 7 5/8"w x 10 7/8"h
Back Flap: 8 1/8"w x 10 7/8"h
- Reverse Gatefold: \$17,980
Z Flap: 7 3/4"w x 10 7/8"h
Cover 1: 7 7/8"w x 10 7/8"h
Back Cover: 8 1/8"w x 10 7/8"h
- Cover Wrap: \$23,500
Includes Cover 1 1/2 page,
Cover 2 1/2 page, and Cover 3 full page
Cover 1 & 2: 8 1/4"w x 6"h
Cover 3: 8 3/8"w x 11 1/8"h
- Bellybands: \$17,250
17 1/4"w x 5"h + 1" flap for gluing
Image on front only: 8 1/8"w x 5"h



Gatefold

Cover Wrap



Reverse Gatefold
"Z" fold

Bellyband

AutoExec trim size: 8 1/8"w x 10 7/8"h

All rates listed are gross rates and are estimates based on a full run of *AutoExec*.

All inserts/outserts must be submitted to Carrie Addington for approval prior to acceptance of space.

Additional costs or savings may apply with specific requests.

INSERT/OUTSERT RECEIVING REQUIREMENTS

SHIP FURNISHED ADS TO:

Cadmus Specialty Publications
2901 Byrdhill Rd.
Richmond, VA 23228

To expedite the receipt of materials, please phone 804.261.3033 prior to shipment arrival.

SHIPMENT PREPARATION

A packing slip containing the following information must accompany all shipments:

- Total number of skids in the shipment
- Total number of full cartons in the shipment
- Total number of partial cartons in the shipment
- Total quantity in shipment

We will not be held responsible for products or counts delivered without proper identification.

All pallets:

- Require four-way entry
- Must have Tare Weight clearly marked on the pallet
- Measure 40" x 48"
- Maximum pallet height is 48"
- A full pallet containing cartons, cases, etc. must measure no more than 40" x 48" x 48"

Each label and pallet load flag requires the following identification information:

- Customer Name
- Publication
- Description of item (advertiser name)
- Quantity contained in each carton (we will not verify counts in each carton)
- Total number of cartons in shipment (e.g., 1 of 2)
- Account Manager's name
- All cartons must be labeled with label facing out

Quantity (including 3% spoilage): 21,000