

PEOPLE • PRODUCT • PROCESS

AUTOMOTIVE **Industries**

— 2007 MEDIA PLANNER —

Celebrating

111 YEARS

of Proud Heritage

A[★] **Reinvents the Wheels!**

Please Join Us For The latest Spin

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Editorial Platform 2007

PEOPLE • PRODUCT • PROCESS
AUTOMOTIVE
Industries

Issue/ Closing Dates	Editorial Lineup	Industry Activity
January - Online Editorial: December 10 Advertising: December 22	111th Anniversary Issue, Automotive Industries Cavalcade of Technology, Interiors: The Svelte and the Sumptuous	Detroit International Auto Show Los Angeles Auto Show
February - Online Editorial: January 10 Advertising: January 28	Hybrids, Fuel Cells and Hydrogen Infrastructure, Fuels and Future Fuels, Manufacturing Production Operations, Vehicle Systems - Exterior	Chicago Auto Show
March - Print & Online Editorial: February 11 Advertising: February 28	Executive of the Year Issue, Supplier Focus: AI's "Shadow Show", Best Interiors of 2007, Vehicle Systems - Interior	Corporation Of The Year
April - Online Editorial: March 11 Advertising: March 31	Materials: Trends and Technology, Supplier Focus: Glass, Paints and Coatings, Business Software, Annual PR Survey: Who Does It Best?	SAE Congress & Exposition
May - Online Editorial: April 11 Advertising: April 29	Powertrain Technology, Engineering & Design, Automotive Interiors: Third in a Series, Vehicle Systems - Interior	To Be Announced
June - Print & Online Editorial: May 9 Advertising: May 27	Quality: The Battle Never Ends, Quest for Excellence, Advanced Materials, Vehicle Systems - Chassis	QFE Awards
July - Online Editorial: June 10 Advertising: June 30	Telematics: Pushing the Envelope, Information Technology, Automotive Interiors: 4th in a Series, Vehicle Systems - Powertrain	To Be Announced
August - Online Editorial: July 11 Advertising: July 29	Logistics: Supply Chain Management, PLM / ERP integration, Advanced Automotive Plastics, Vehicle Systems - Electronic / Electrical	Traverse City Management Seminar Purchasing Awards
September - Print & Online Editorial: August 10 Advertising: August 31	Logistics: Supply Chain Management, Bright Ideas: The Best From 2007 Models, Supplier Focus: Emission Systems & Components Automotive Interiors: 5th in a Series, Logistics	Automotive Industry Conference The SME Summit
October - Online Editorial: September 9 Advertising: September 30	Advances In Manufacturing Systems, Supplier Focus: Analytical Software, Emerging Markets, Consultancy	Tokyo Auto Show
November - Online Editorial: October 10 Advertising: October 28	2007 Outlook Issue, Manufacturing Production/Engineering, Automotive Interiors: 6th in a Series, Retail	SEMA Show
December - Print & Online Editorial: November 11 Advertising: November 30	Styling Clash: Hip Hop vs. the Classics, Supplier Focus: Software/Hardware Reference Guide, Logistics	NPE Show

2007 Advertising Rates

MAILING INSTRUCTIONS – ALL ADVERTISERS

All correspondence, contracts, insertion orders, digital files, proofs and any special instructions should be sent to:

Attention: Ed Richardson
Siyathetha Communication
56 Mackay Street, Richmond Hill, Port Elizabeth, 6001, South Africa.
Tel: 27 (41) 582 3750

AGENCY COMMISSION

15% of gross billing allowed to recognized agencies on space, color and position.
 Commission is not allowed on other charges such as backup or special binding of inserts, reprints and other mechanical charges.

ISSUANCE AND CLOSING DATES

Published monthly. Issued 10th of publication month. For copy to be set, closing date is 1st of month preceding issue date. For complete digital files, closing date is 15th of month preceding issue date.

BLACK & WHITE RATES - NO ADDITIONAL CHARGE FOR COLOR

	1X	3X	6X	12X	18X	24X	36X	48X
SPREAD	\$15,080	\$14,580	\$14,130	\$13,330	\$12,980	\$12,630	\$12,280	\$11,660
FULL PAGE	9,000	8,750	8,550	8,350	8,200	7,900	7,400	6,650

COLOR RATES

Second and 4-colors are available for pages and all fractional pages.

Standard AAAA red, yellow, blue or green, per page or fraction thereof, extra.....	no charge
Matching colors, per page or fraction thereof, extra	no charge
Metallic colors available	consult publisher
4-color (Process offset) per page or fraction thereof, extra.....	no charge
additional pages, same issue, per page or fraction thereof, extra	no charge

COVERS AND SPECIAL POSITIONS

	x6	x12
2nd COVER	\$9,500	\$9,000
3rd COVER	9,000	8,500
BACK COVER	10,000	9,500

INSERTS

	2 Pages	4 Pages	8 Pages
Furnished, Per Page	\$4,800	\$4,500	\$4,200

Digital Specs

Digital Format Advertising Guidelines

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DIGITAL GUIDELINES FOR MATERIAL REQUIRED:

The following are the guidelines for submitting ads in digital format. Please follow the guidelines closely to ensure the highest quality advertisement possible. Failure to meet the guidelines below could delay production deadlines and advertiser may incur further production charges.

- All adverts to be supplied as **high resolution PDF Documents**
- ALL images and graphics must have the correct resolution of 300 dpi at 100%.
- All fonts embedded - Any missing fonts may result in reflow, bad breaks and/or missing text.
Do not use font styles other than all caps, small caps, superscript, subscript and/or superior from the style menu.
- All document security turned off
- All graphics **MUST BE CMYK (Not RGB) — NO COMPRESSION**
- ALL CMYK and Grayscale placed within advertisement **MUST** be of a resolution suitable for the format.
Typically, graphics from websites are not suitable for printing due to lower resolution.
- The “registration” option must be selected when creating the postscript file and pdf so that the file prints with crop marks, file name, date and time. All media that is sent should be labelled with the company name and/or agency name, contact name and phone number.
- PDF's should be named as follows: Company Name Month Year ie: “**Company Name Ad 10/05.pdf**”
- Advertisements run previously will be picked up for repeat insertions at no charge to the advertiser. However, changes in files, including patches and addresses, will be made at advertiser's expense (non-commissionable).
- Density: Total density of all colors combined in any one area should not exceed 300%.
- Publisher refuses responsibility of printed advert if requirements are not followed.

ADVERTISING PROOF REQUIREMENTS

If a Digital Matchprint color proof is not supplied, publisher refuses responsibility for reproduction.

Hard Copy - A full colour matchprint with correct colour values must accompany adverts burnt onto CD's.

Digital - A Composite RGB JPEG of advert reduced to 100ppi to accompany adverts e-mailed in pdf format (colour reproduction not guaranteed)

MAILING INSTRUCTIONS — ALL ADVERTISERS

PDF files exceeding 10MB must be burnt to CD and accompanied by a hard copy colour proof and sent to:

Attention: Ed Richardson
Siyathetha Communication
56 Mackay Street, Richmond Hill, Port Elizabeth, 6001, South Africa.
Tel: 27 (41) 582 3750

All High Res PDF files less than 10MB to be accompanied by a composite, low res, RGB, JPEG proof can be e-mailed to:

ai@giastudio.co.za

AD DIMENSIONS

	Trim Size	Bleed Size	Live Area (Text constraints)
Full Page	203mm (W) x 267mm (H)	209mm (W) x 273mm (H)	183mm (W) x 247mm (H)
DPS	406mm (W) x 267mm (H)	412mm (W) x 273mm (H)	386mm (W) x 247mm (H) 20mm on spine

Ai's Solid Circulation

Ai's Proud Heritage of Peerless Performance

Join Ai in celebrating its proud heritage of 111 years of continuous publication. No other automotive publication can lay claim to that accomplishment.

Surviving World Wars, stock market crashes, mergers, spin offs, trust busting. Witnessing the rich cacophony of events and voices woven into the fabric of the industry for its entirety.

As we embark upon this new chapter, we rededicate ourselves to serving the industry as well as the advertisers who support our efforts.

Our balanced circulation provides the best possible cross section to reach decision makers on all levels and functions.

CIRCULATION DYNAMICS YIELD EFFECTIVE IMPACT

Many Subscribers Claim Multiple Buying Influence For More Than One Vehicle System

BUSINESS AND INDUSTRY	PERCENT OF TOTAL	Number of Respondents to One or More Supplementary Category	VEHICLE SYSTEMS				
			EXTERIOR (A)	INTERIOR (B)	CHASSIS (C)	POWERTRAIN (D)	ELECTRICAL/ELECTRONIC (E)
1. Manufacturers:							
a. Light Vehicle Manufacturer: Passenger Cars, Light Trucks, SUVs, Minivans	29.9	16,852	7,547	6,019	6,618	8,312	5,815
b. Heavy Truck or Bus	6.0	3,636	1,642	1,339	1,974	1,915	1,517
Sub-Total: Manufacturers	35.9	20,488	9,189	7,358	8,592	10,227	7,332
2. Suppliers:							
a. Parts, Systems, Components and/or Accessories	47.0	28,572	5,893	7,627	8,813	11,749	10,261
b. Engines: Internal Combustion, Diesel and Gas	4.1	2,532	142	151	294	2,292	400
c. Materials Suppliers	2.6	1,391	563	570	420	555	393
d. Independent Engineering Design Services	6.6	2,167	710	688	770	1,051	1,066
e. Information Technology	1.6	694	198	205	207	285	475
f. Others Allied to the Field	2.2	223	85	81	76	105	94
Sub-Total: Motor Vehicle Systems and Components	64.1	35,579	7,591	9,322	10,580	16,037	12,689



All Roads Lead to **AI**

Get On A Roll With Us Today!

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at www.autoindustry.us • www.ai-online.com

