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Automotive Industries (AI) has been supplying trusted editorial content to the automotive industry for over 125 years. Automotive Industries is devoted to providing a global coverage on all aspects of the automobile marketplace, with an emphasis on the people, products and processes that shape the industry.

Automotive Industries provides more than 18,000 manufacturers and suppliers with in-depth news, information, insight and analysis on the global events that affect the auto industry.

Automotive Industries magazine will give you our proven publicity package, which will bring your cutting edge innovations to the attention of Automotive Industries global audience.

Automotive Industries' printed copies readers plus AI's online audience are the who's who of automotive decision-making, including major carmakers, system suppliers, 1st tier and major 2nd tier award winning supplier companies. Automotive Industries magazine surpasses all other automotive based media in targeting the industries professional readership, many of whom are the top decision makers within the $1 trillion global automotive industry.
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### Editorial Platform

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<td>Logistics: Supply Chain Management, PLM / ERP Integration, Vehicle Systems - Electrical / Electronic</td>
<td>Traverse City Management Seminar</td>
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<td><strong>September Print</strong></td>
<td>Connected Car Special Report, Bright Ideas: The Best Models, Supplier Focus: Emissions Systems &amp; Components Automotive Interiors: 6th in a Series. Logistics</td>
<td>The SME Summit Automotive Industry Conference</td>
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<td>Advances In Manufacturing Systems, Supplier Focus: Analytical Software Emerging Markets Consultancy</td>
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<td>Manufacturing Production/Engineering, Automotive Interiors, 9th in a series, Retail</td>
<td>SEMA Show</td>
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<td>Editorial: Oct 1</td>
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<td>Advertising: Oct 15</td>
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<td><strong>December Print</strong></td>
<td>A definitive look at how the automotive sector is responding to global climate concern. From the engineering &amp; architecture of built environments to the plants, equipment and key players that are shattering glass ceilings and setting benchmarks in efficiency and waste reduction. We delve into the sector responsible for a fifth of the world’s carbon emissions and cover the major green challenges and accomplishments of manufacturingautomotives in the global marketplace.</td>
<td>NPE Show</td>
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<td>Advertising: Nov 30</td>
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DIGITAL SPECIFICATIONS

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 postscrp 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 to be named as follows: Company Name/ Month/ Year.
• 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
All High Res PDF files less than 10MB to be accompanied by a composite, low res, RGB, JPEG proof can be e-mailed or sent via www.youSENDit.com to: jal@autoindustry.us

All High Res PDF files less than 15MB to be accompanied by a composite, low res, RGB, JPEG proof can be e-mailed or sent via www.youSENDit.com to: cali@giastudio.co.za

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.
As a publishing team a number of things give us great satisfaction in our work, 'the pride of working with AI the world’s oldest continually published trade publication covering the automaking business' says AI’s Publisher.

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