

CAR AND DRIVER

OPEN RATES

RUN OF BOOK		COVERS	
PAGE	\$139,920	2ND COVER	\$162,330
2/3 PAGE	\$104,950	3RD COVER	\$153,930
1/2 PAGE (HORZ.)	\$83,950	4TH COVER	\$176,300
1/3 PAGE	\$62,950		

ISSUE AND CLOSING DATES

Published 10 times a year by Hearst Magazines.

Issued approximately the first Tuesday of the month preceding cover date. Space closes the Friday approximately seven weeks prior to the on-sale date. Space and material extensions are granted on a case-by-case basis.

INSERTS

Rates and specifications available upon request. Specifications are based on insert qualifying at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class), and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

SPECIAL POSITIONS (NON-CANCELABLE)

add 10% to earned rates.

SPLIT RUN ADVERTISING

Copy split charges are available upon request.

REGIONAL ADVERTISING

Regional rates available upon request.

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