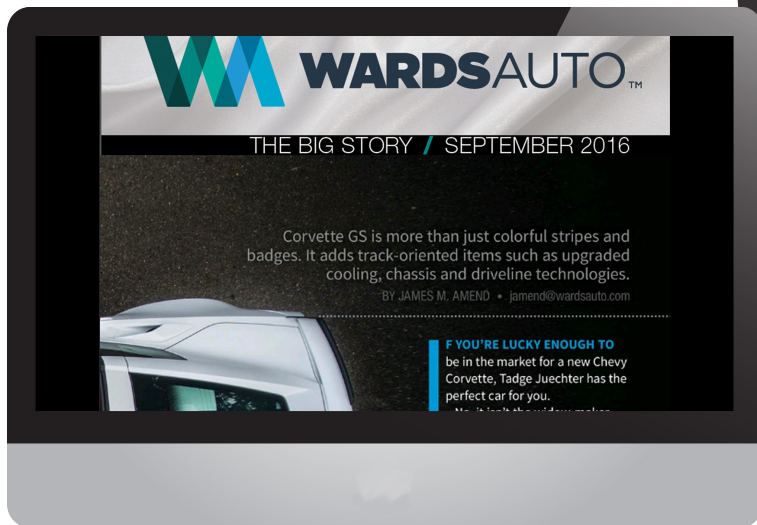




WARDSAUTO™

THE BIG STORY / APR - MAY 2017



Contact us now to get your message into these upcoming editions of WardsAuto: The Big Story!

(Advertising Opportunities on next page)

IN APRIL: INTERIOR LIGHTWEIGHTING

Vehicle interiors are moving into uncharted territory where autonomy, vehicle sharing and lightweighting will be major disrupters of the status quo.

Consumer tastes and expectations also promise to change radically in the next several product cycles. How will traditional and new materials address these challenges?

IN MAY: AUTONOMOUS INTERIORS

Some automakers are aiming for 2025 or sooner as the target for putting autonomous vehicles in the hands of average consumers.

That's two generations or less in product-development time available to get buyers accustomed to the type of technology, packaging and design aesthetic that ultimately will be the hallmarks of the self-driving automobile.

We'll take a look at where interior design is going and the telltale directional clues that already are beginning to appear in new models and concepts.





“The Big Story” continues WardsAuto tradition of deep-dive thought pieces

As communication portals have evolved, so has the information needs of auto industry professionals.

Over the years, we’ve published a monthly magazine, and as more OEM professionals turned to the Internet to meet their business information needs, we put the magazine online so our readers could flip its pages right on their screens.

We’ve tracked our readers’ behavior and found that some prefer reading at their desk on a monitor, others demand information on-the-go on a mobile screen, and others still like information on paper.

But one thing remains constant: readers want WardsAuto’s unique, long-form perspective: deep dives on topics that matter to the OEM community, that go “beyond the headlines” to explore how today’s news and trends will impact their roles in the industry tomorrow.

Each Issue of WardsAuto’s “The Big Story” is:

- W A deep-dive, laser-focused on a single vital topic
- W Optimized for reading on desktop, mobile and printouts
- W Pushed online and via social media
- W Sent 2x/month via email alerts to 40,000+ readers:

AD SIZE	1x	3x	6x	12x
Page	\$4,000	\$3,800	\$3,600	\$3,400
Horizontal	\$2,500	\$2,300	\$2,100	\$1,900
Vertical	\$2,500	\$2,300	\$2,100	\$1,900
1/2 Vertical	\$1,500	\$1,400	\$1,300	\$1,200
ISSUE SPONSOR	\$2,500*	\$2,300*	\$2,100*	\$1,900*

Exclusive ISSUE

SPONSOR benefits:

- Banner ads in the two monthly issue alerts
- Banner ad on The Big Story page on WardsAuto.com during month(s) of sponsorship
- Referenced in multiple social media postings

* Rate is in addition to ad buy in same issue(s) as sponsorship.

Get full specifications at WardsAuto.com/2017specs

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