



Cincinnati Auto Expo

PRESENTED BY *The Greater Cincinnati Automobile Dealers Association*

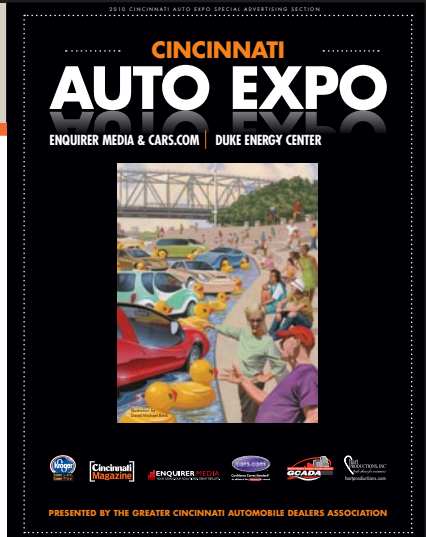
FEBRUARY 17-20, 2011

2011 OFFICIAL SHOW PROGRAM

Rev up your sales with the 2011 Cincinnati Auto Expo official program. You'll reach more than 261,000 *Cincinnati Magazine* readers* plus Auto Expo attendees!

This year's program will fuel readers passion for all things auto, with an exciting lineup of features about the latest trends in vehicle design and innovation.

PLUS, a user friendly exhibitor list and map make this piece a must-read for all show attendees!



COMING IN THE FEBRUARY 2011 ISSUE!

Cincinnati Magazine in partnership with GCADA

10,000 overruns distributed at the Cincinnati Auto Expo

42,000 Show Programs bound in *Cincinnati Magazine*

4,000 to participating dealerships

TOTAL DISTRIBUTION: 56,000

ADVERTISING RATES

SIZE	4-COLOR
Full	\$4040
2/3	\$2880
1/2 H or V	\$2430
1/3 V or SQ	\$1955
1/6 V or H	\$1215
1/2 Spread	\$4380
Full Spread	\$6875

COVER RATES

4-COLOR ONLY

COVER 2:
\$4700

PAGE 1:
\$4440

BACK COVER GATEFOLD*:
\$10,585

Any regular Cincinnati Magazine advertiser with a 2010 contract discounted for frequency, earns the applicable discount.

AD DEADLINES

Ad Closing: December 15, 2010

Digital Files DUE: December 20, 2010*

**Contact your rep for Gatefold Deadlines and Specs.*



For advertising information, call 513.421.4300

For show information, contact Chip Hart at 877.704.8190 or 513.797.7900
www.hartproductions.com



*THE MEDIA AUDIT, JUL-AUG 2009