

Luxury Auto

Reach the high-end car buyer with this annual Star Tribune luxury automotive special section.

A LUXURY-DRIVEN ADVERTISING VEHICLE.

Highly effective and highly targeted, Star Tribune *Luxury Auto* is your ultimate solution to reaching upscale auto enthusiasts. With fully-appointed luxury auto information and ads, high-end car buyers are driven to it every year. Advertise today and put your sales into overdrive.



MASS
TARGETED
NICHE
SOLUTIONS

REACH OVER 1.172
MILLION READERS
WITH SUNDAY
DISTRIBUTION ON
THANKSGIVING.*

*ABC Audit March 2005.



THANKSGIVING DAY 2007.

PUBLICATION DATE

- Thursday, November 22

DEADLINES

SPACE RESERVATION:

Thursday, Nov. 8, 5 p.m.

ONE-PROOF MATERIALS:

Monday, Nov. 12, 5 p.m.

CORRECTIONS/FINAL MATERIALS:

Friday, Nov. 16, 5 p.m.

PRODUCT SPECS

- Broadsheet section
- Full and half pages and L-shaped ads

PREMIUM POSITIONS

- Back page (4-color position)
- L-shaped ad
- Page 2
- Double truck

RATES

- Full page, 4 color \$5,500
- Full page, spot color \$5,000
- Full page, b/w \$4,500
- 1/2 page, b/w \$3,000
- L-shaped, b/w \$3,500
(two available)
- Double truck, 4 color \$9,500

EXAMPLE OF LAYOUT

