

Cars360: Autos from every angle.

Reach savvy car shoppers with this new Star Tribune special section.

SHOW OFF YOUR INVENTORY ON THANKSGIVING DAY.

Cars360 is a broadsheet size information guide to help drivers be smart shoppers. The content appeals to a variety of people, including hard-core car enthusiasts, people interested in buying or selling vehicles and those who are just browsing. Readers will discover why now is a good time to buy as well as learn about fuel-efficient cars, under-the-radar gas misers and fast—yet frugal—small cars.



GAS CARD GIVEAWAY

TANKSgiving! Offer

A heavily promoted gas card giveaway will drive readers to this special section. To register, consumers must locate the registration form, which is available only in *Cars360*.

DATES

Publication Date:	Thanksgiving, Thurs., Nov. 27
Deadlines/Space Res.:	Thurs., Nov. 13, 5 p.m.
Materials Due:	Mon., Nov. 17, 5 p.m.
Proof to Advertiser:	Wed., Nov. 19, 5 p.m.
Corrections/Final Mat.:	Thurs., Nov. 20, 5 p.m.

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
- Double truck, 4 color \$9,500

PREMIUM POSITIONS

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

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