



ONLINE -AUTOMOTIVE ADVERTISING RATES

Effective January 1, 2007

DEALER INVENTORY PACKAGES

	Max # of Cars	Format	Impression Level	Rate
IAP Mini	15	Flat Rate	Monthly	\$310
IAP Express	30	Flat Rate	Monthly	415
IAP	60	Flat Rate	Monthly	680
OAP/Franchise	unlimited	Flat Rate	Monthly	1,320

Add to any of the above packages:

Up to 32 photos per vehicle	n/a	Flat Rate	Monthly	100
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*6 month minimum contract. 30 day cancellation notice.

POST-NEWS AUTO BANNERS

	Duration	Format	Impression Level	Rate
Home page 728x90	Monthly	Flat Rate	Exclusive	1,500
Home page 120x600	Monthly	Flat Rate	Exclusive	1,500
300x250	Monthly	n/a	2 sponsors	Per Quote
Targetted Banners	n/a	n/a	n/a	Per Quote
Virtual Videos Custom Production	n/a	n/a	n/a	Per Quote
Virtual Videos Digitize Existing Video	n/a	n/a	n/a	Per Quote

NEW LEADS PLUS PACKAGES

Cars.com Dealers

0-50 Leads	\$21/lead
51-100 Leads	\$20/lead

TRAFFICMAX PACKAGES

Package Cost

600 Visitors	\$3,300
1,200 Visitors	6,300
2,400 Visitors	12,000
4,800 Visitors	22,800

Published rates are for advertising on Post-NewsAutos Only

Please refer to the Retail/National rate card for advertising on DenverPost.com and RockyMountainNews.com