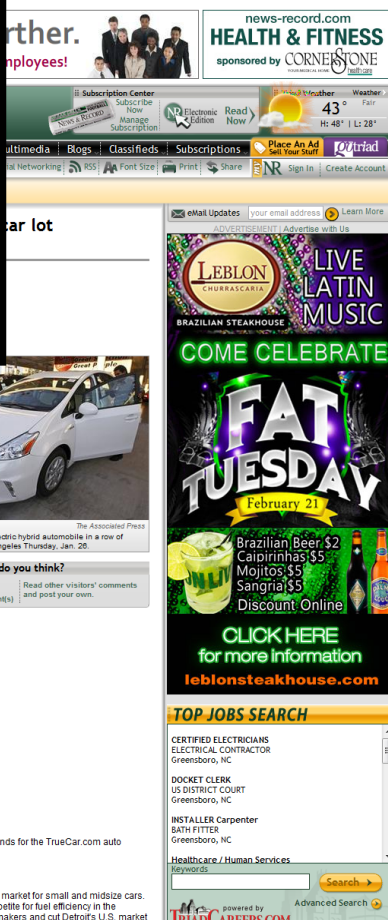


Ad appears on section  
frontpage 1 &  
Within articles in that  
section 2

YOUR message will be seen no  
less than 37,500 times per  
month for a full year

- Ads are positioned within the highly read articles of the section of news-record.com
- Sponsors equally rotate to receive equal exposure to users
- Year-long commitment uses the power of frequency to reach your target market
- Strong Reader Response



likely to end up with a lemon.

In the past five years, global competition has forced automakers to improve the quality and reliability of their vehicles — everything from inexpensive mini-cars to decked-out luxury SUVs.

The newfound emphasis on quality means fewer problems for owners. It also means more options for buyers, who can buy a car from Detroit or South Korea and know it will hold up like a vehicle from Japan.

With few exceptions, cars are so close on reliability that it's getting harder for companies to charge a premium. So automakers are trying to set themselves apart with sleek, cutting-edge exterior designs and more features such as luxurious interiors, multiple air bags, dashboard computers and touch-screen controls.



The Associated Press  
An employee parks a Toyota gas-electric hybrid automobile in a row of similar cars at a dealership in Los Angeles Thursday, Jan. 26.

What do you think?  
2 Read other visitors' comments and post your own.

**CASS** A family tradition  
of Guilford College  
for over 60 years

**NOW BUYING  
Gold, Silver, and Platinum**

CLICK HERE [www.cassjewelers.com](http://www.cassjewelers.com)

"It's a great time to be a consumer," says Jesse Toprak, vice president of industry trends for the TrueCar.com auto pricing website. "You can't really screw up too badly in terms of your vehicle choice."

It wasn't always this close.

In the 1990s, Honda and Toyota dominated in quality, especially in the key American market for small and midsize cars. Japan began building high-quality small cars and tapped into America's growing appetite for fuel efficiency in the 1970s. With their sterling reputation, they were able to charge more than Detroit automakers and cut Detroit's U.S. market

## Weekly Investment

Big Box Ad Size  
(300x250)

\$86.50

ONLY 25  
PACKAGES  
AVAILABLE

Monthly Investment

\$375.00

# TARGET

QUALIFIED POTENTIAL CUSTOMERS

# REACH

HIGH SCHOOL, COLLEGE, NASCAR, AND  
PRO SPORTS ENTHUSIASTS

# MAXIMIZE

STRONG CLICK THRU RATE

RESERVE YOUR AD TODAY!

Contact your News-Record.com Account Executive