

A d S h a p e s



a catalog of unique ad shapes you can run in
the detroit free press and the detroit news

Detroit Free Press

The Detroit News



Ad Shapes

How do you take an ad in the region's number one medium and make it stand out from all the rest? By taking advantage of unique ad shapes to break through the clutter and make a powerful impact upon a lucrative audience. Over 2 million people read The Detroit Free Press and The Detroit News each week. All of them can be captured with an ad shape that's both unusual ... and unusually effective. Look through these pages. Consider how your creative would look. Then sit back and ponder the shape of your success.



Billable inches

Inches will be calculated by measuring the full column width and the height of each column in relation to the artwork.

Note: the minimum size for a flex form ad is 29.25" (1/4 page).

Page Exclusivity/Rates

There will be a 25% rate premium for all flex form ads.
If the ad is less than a half page (58.5") in size and requires exclusivity on the page, an additional premium of 15% will be added.
Page exclusivity is calculated per page.

Ads that are a half page (58.5") or larger will receive exclusivity as part of their package.

Premium charges are calculated from the black and white cost of the ad.

Note: Flex form ads cannot be used in Matrix Packages or Flight Plans.

Nonstandard ad shapes other than those that appear in this book will be considered but are subject to review.

Distribution

Flex form ads are available for full run ROP advertisers.
Zone advertisers and classified advertisers are subject to pre-approval.

Ad Deadlines

Reservations and ad copy must be submitted 24 hours prior to published deadlines.

If you have any questions, please discuss with your account executive or call (313) 222-2700.

Recommended Flex Form Ad Sizes



*Bookends:

- *Broadsheet - 1 col umn x 19.75" x 2 ads **(39.5")**
- *Facing Pages - 2 col umns x 19.75" x 2 ads **(79")**
- *Tab - 1 col umn x 11.75" x 2 ads **(23.5")**



Goal Post/U-Shape & Double Truck:

- Version 1: *Broadsheet - 1 col umn x 19.75" x 2 ads & 4 col umns x 2" in center **(47.5")**
- Version 2: Double Truck - 2 col umns x 19.75" x 2 ads & 9 col umns x 4.5" in center **(119.5")**



Checkerboard/Four Corners:

- Version 1: *Broadsheet - 2 col umns x 9.75" x 2 ads **(39")**
- Version 2: *Facing Pages - 2 col umns x 9.75" x 4 ads **(78")**



T/Upside down T:

Broadsheet - 2 col umns x 15" in center which includes a 6 col umns x 4.75" strip at top or bottom **(58.5")**



Stairstep:

Broadsheet
Step 1: 2 col umns x 6" tall
Step 2: 2 col umns x 12" tall
Step 3: 2 col umns x 19.75" tall
Total width - 6 col umns **(75.5")**



L-Shape:

Broadsheet - 2 col umns x 19.75" tall with 4 col umns x 5" tall strip at bottom **(59.5")**
Double truck - 3 col umns x 19.75" with 10 col umns x 6" **(119.25")**



H-Shape:

Broadsheet
1 col umn x 19.75" x 2 ads (each side) with a 4 col umns x 5" tall (strip) **(59.5")**



Pyramid:

Double truck
13 col umns x 5.5"
& 11 col umns x 5.5"
& 7 col umns x 8.75" **(193.25")**



Corner/Triangle:

6 col umns x 9.75" tall **(58.5")**



Butterfly:

4 col umns x 7.5" (two ads) **(60")**

*Additional premium required for page exclusivity.



b o o k e n d s



bookends

TO THE ANCIENT GREEKS, DIAMONDS WERE THOUGHT TO BE CREATED FROM THE TEARS OF GOD.

Slow touch-screen voting threatens an electoral mess

Hush, Kerry in dead heat, poll finds

FBI probes possible attack near election

Today, they're known to create tears of joy.

Surprise the love of your life with a gift of diamond jewelry from Zales, The Diamond Store.

ZALES

Detroit Free Press

The Detroit News



goal post



goal post



Detroit Free Press

The Detroit News



u - s h a p e



u - shape

The poster features a red background with two basketball players, Kobe Bryant in a yellow Lakers jersey (number 33) and Shaquille O'Neal in a white Timberwolves jersey (number 33), both in mid-air holding a basketball. They are framed by yellow circles. In the center, there is a white rectangular area containing newspaper clippings. The clippings include headlines such as "Magic Johnson joins effort to diversify NASCAR fan base", "NCAA exec defends Title IX", "Indy drivers hustle for deals to qualify", and "Mayweather can make case for best". At the bottom, the text reads "LAKERS vs TIMBERWOLVES GAME 1 TONIGHT! 9:00 pm/et". The TNT logo is in the bottom right corner. The Western Conference Finals logo is in the bottom left corner. At the very bottom, there is a schedule for the seven games of the series.

Game 1: Sun., 5/21 Game 2: Tues., 5/25 Game 4: Thurs., 5/27 Game 5: Sat., 5/29 Game 6: Mon., 5/31 Game 7: Wed., 6/2

Detroit Free Press

The Detroit News



checkerboard



four corners



four corners



Detroit Free Press

The Detroit News



u p s i d e d o w n t - s h a p e



upside down t-shape

THE DETROIT FREE PRESS • 1/17/2011 • 11:00 AM • A2

Weekend events
A group of people in a boat on a lake.

Weekend events
A group of people in a boat on a lake.

Weekend events
A group of people in a boat on a lake.

Weekend events
A group of people in a boat on a lake.

Weekend events
A group of people in a boat on a lake.

Weekend events
A group of people in a boat on a lake.

Weekend events
A group of people in a boat on a lake.

0% APR FOR 72 MONTHS*

— FOR —

72 MONTHS*

— ENDS 9/30/11 —

See how the highest Ford credit score offers benefits for 72 months. With 0% APR for 72 months, you can get a new Ford truck or SUV with 0% APR for 72 months. See how the highest Ford credit score offers benefits for 72 months. With 0% APR for 72 months, you can get a new Ford truck or SUV with 0% APR for 72 months. See how the highest Ford credit score offers benefits for 72 months. With 0% APR for 72 months, you can get a new Ford truck or SUV with 0% APR for 72 months.

5 YEARS 60,000 MILES

SEE HOW THE HIGHEST FORD CREDIT SCORE OFFERS BENEFITS FOR 72 MONTHS.

Must have 720 credit score

See how the highest Ford credit score offers benefits for 72 months. With 0% APR for 72 months, you can get a new Ford truck or SUV with 0% APR for 72 months. See how the highest Ford credit score offers benefits for 72 months. With 0% APR for 72 months, you can get a new Ford truck or SUV with 0% APR for 72 months.

Air traffic controllers say new contract is dangerous

Safety — "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association.

Safety — "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association.

Safety — "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association.

Safety — "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association.

Safety — "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association. "The new contract is dangerous for the industry," says a spokesman for the National Air Traffic Controllers Association.

2011

ON ALL FORD CARS, TRUCKS & SUV'S

BOLD MOVES

Northwest Ford Stores

compareford.com



s t a i r s t e p



stairstep

The advertisement features a newspaper clipping from the "GETTING AHEAD" section. The main headline reads: "‘Work-family balance is one of the real keys to happiness’". Below the headline is a photograph of a woman sitting on a bed with two children. To the left of the main article is a smaller article with the headline "Wait for interview to explain why you left last job".

Office Collections

christopher lowell

Office DEPOT

Detroit Free Press

The Detroit News



stairstep



Detroit Free Press

The Detroit News



l - s h a p e



I - shape

THE NATION: HOME COVERAGE, 7-8A

NATION BRIEFS

Party at O'Neal's house surfaces in Bryant case

By [Name]

WASHINGTON, D.C. — A party at the home of a prominent Republican congressman was the focus of a new report in the case of a federal judge accused of sexual harassment. The report, published in a Washington Post article, described a party at the home of Rep. James O'Neal in 1994. The party was attended by several women who later accused O'Neal of sexual harassment. The report also mentioned that O'Neal was seen with a woman who was later identified as a close friend of the judge's.

U.S. MILITARY

Latest citizens

By [Name]

WASHINGTON, D.C. — The U.S. military is considering a new policy that would allow the service to accept more immigrants as citizens. The policy would allow the military to accept immigrants who are currently in the United States and are working in the military. The policy would also allow the military to accept immigrants who are currently in the United States and are working in the military. The policy would also allow the military to accept immigrants who are currently in the United States and are working in the military.

WEATHER

New system threatens Caribbean; N.C. grazed

By [Name]

WASHINGTON, D.C. — A new weather system is threatening the Caribbean and the eastern United States. The system is expected to bring heavy rain and strong winds to the region. The system is also expected to bring heavy rain and strong winds to the region. The system is also expected to bring heavy rain and strong winds to the region.

CORRECTIONS & CLARIFICATIONS

By [Name]

WASHINGTON, D.C. — A correction to a previous article is being published. The article contained an error in the name of a person mentioned in the text. The correction is being published to ensure accuracy.

Decorating is really a balancing act.





Pier 1 imports
Get in touch with your senses

Detroit Free Press

The Detroit News



I - shape

Actress facing lawsuit in accident

Students: Suspect bloody

DOGGINES' LAST DAY

Defaced monument draws support

Cargo room for an sightsome.





The 27 cu ft. cargo room extends up to eight tie-downs. [ford.com](#)  



upside down l-shape

HEALTH WATCH

Brain tests find awareness in patient in vegetative state

Researchers caution cause may be unique phenomenon

In several brain scans, researchers have found that a patient in a vegetative state may be aware of his surroundings, even though he appears to be unconscious. The findings, published in the journal *Current Biology*, suggest that some patients in a vegetative state may have a level of awareness that is not detectable through traditional tests.

The researchers used a technique called "functional magnetic resonance imaging" (fMRI) to scan the brains of a patient who had been in a vegetative state for several years. They found that the patient's brain responded to a video of his family in a way that was similar to the response of a patient who was fully conscious.

The researchers also found that the patient's brain responded to a video of a dog in a way that was similar to the response of a patient who was fully conscious. This suggests that the patient may be aware of his surroundings, even though he appears to be unconscious.

The researchers caution that these findings may be unique to this patient and that further research is needed to determine if other patients in a vegetative state may also have a level of awareness that is not detectable through traditional tests.

FDA panel sees holes in dental study

Federal report showed necessary fillings were safe.

An FDA panel of experts has found significant holes in a study that had claimed that dental fillings were safe. The panel's report, published in the journal *Journal of the American Dental Association*, found that the study had not properly controlled for confounding factors and that the results were unreliable.

The panel also found that the study had not properly defined the terms "safe" and "effective" and that the researchers had not provided enough information about the study's methods and results.

The panel's report is a significant setback for the dental industry, which had been relying on the study's findings to promote the use of dental fillings. The panel's findings suggest that dental fillings may not be as safe as previously thought and that further research is needed to determine their safety.

Drug use holds steady, but drops among teens

Drug use among teens has held steady, but there has been a notable decline in the use of certain drugs, particularly marijuana. According to a report from the Substance Abuse and Mental Health Services Administration (SAMHSA), the use of marijuana among teens has declined by 10% since 2002.

The report also found that the use of alcohol and tobacco among teens has remained relatively stable, but there has been a decline in the use of these substances among certain groups of teens, such as those who are in school and those who are employed.

The report suggests that the decline in marijuana use among teens may be due to a combination of factors, including increased awareness of the risks of marijuana use and the implementation of stricter laws and regulations regarding the use of marijuana.

CLUB EARLY AT 8 AM! WHO WE ENJOY MOST? LISA AND WILSON! A NEW LINE TO CHECK!

EXTRA 10% EXTRA 10% FOR GIFT! REG. AND SAVE 10% WHEN YOU USE YOUR MACY'S STARBUCKS CARD

SATURDAY SEPTEMBER 8

CLUB EARLY AT 8 AM! WHO WE ENJOY MOST? LISA AND WILSON! A NEW LINE TO CHECK!

EXTRA 10% EXTRA 10% FOR GIFT! REG. AND SAVE 10% WHEN YOU USE YOUR MACY'S STARBUCKS CARD

H

h - s h a p e

H

h - s h a p e



Detroit Free Press

The Detroit News



pyramid



pyramid



Detroit Free Press

The Detroit News



corner/triangle



corner/triangle

NATION

Ayer James DeHoff is suing his Los Angeles neighbor, TV's *Carson*, for allegedly harassing and abducting him

The claws come out

By Richard J. ...

Tobacco firm allegedly knew risks in '80s

By ...

SportMart

RUNNING SHOES

Detroit Free Press

The Detroit News



b u t t e r f l y

m i s c e l l a n e o u s

Detroit Free Press

The Detroit News