

**Banking
(non-commissionable)
Sunday**

	COLOR
	B&W

**Detroit Free Press
The Detroit News**

PAGE	ANNUAL SPENDING						
	\$1,500,000 \$1,999,999	\$1,000,000 -\$1,499,999	\$750,000 -\$999,999	\$500,000 -\$749,999	\$300,000 -\$499,999	\$200,000 -\$299,999	Less than -\$200,000
6 COL x 19.75"	\$45,280	\$47,544	\$48,676	\$49,808	\$50,940	\$52,072	\$53,770
JR. FULL PAGE 5 COL X 18"	\$39,374	\$41,343	\$42,327	\$43,311	\$44,296	\$45,280	\$46,757
6 COL X 14"	\$41,268	\$43,331	\$44,363	\$45,395	\$46,426	\$47,458	\$49,006
5 COL X 16"	\$35,885	\$37,679	\$38,576	\$39,474	\$40,371	\$41,268	\$42,614
6 COL X 14"	\$38,517	\$40,442	\$41,405	\$42,368	\$43,331	\$44,294	\$45,739
5 COL X 16"	\$33,493	\$35,167	\$36,005	\$36,842	\$37,679	\$38,517	\$39,773
4 COL X 19.75"	\$36,683	\$38,517	\$39,434	\$40,351	\$41,268	\$42,185	\$43,561
6 COL X 12"	\$31,898	\$33,493	\$34,290	\$35,088	\$35,885	\$36,683	\$37,879
4 COL X 19.75"	\$36,224	\$38,035	\$38,941	\$39,846	\$40,752	\$41,658	\$43,016
6 COL X 12"	\$31,499	\$33,074	\$33,862	\$34,649	\$35,437	\$36,224	\$37,405
5 COL X 14"	\$33,014	\$34,665	\$35,490	\$36,316	\$37,141	\$37,966	\$39,204
5 COL X 14"	\$28,708	\$30,143	\$30,861	\$31,579	\$32,297	\$33,014	\$34,091
5 COL X 13"	\$32,097	\$33,702	\$34,505	\$35,307	\$36,109	\$36,912	\$38,115
5 COL X 13"	\$27,911	\$29,306	\$30,004	\$30,702	\$31,399	\$32,097	\$33,144
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$29,805	\$31,295	\$32,040	\$32,785	\$33,530	\$34,275	\$35,393
4 COL X 14"	\$25,917	\$27,213	\$27,861	\$28,509	\$29,157	\$29,805	\$30,776
4 COL X 14"	\$27,168	\$28,526	\$29,206	\$29,885	\$30,564	\$31,243	\$32,262
4 COL X 14"	\$23,624	\$24,806	\$25,396	\$25,987	\$26,577	\$27,168	\$28,054
4 COL X 14"	\$30,813	\$32,354	\$33,124	\$33,895	\$34,665	\$35,435	\$36,591
4 COL X 12"	\$26,794	\$28,134	\$28,804	\$29,474	\$30,143	\$30,813	\$31,818
4 COL X 12"	\$26,411	\$27,732	\$28,392	\$29,053	\$29,713	\$30,373	\$31,364
3 COL X 11"	\$22,966	\$24,115	\$24,689	\$25,263	\$25,837	\$26,411	\$27,273
3 COL X 11"	\$18,158	\$19,066	\$19,520	\$19,974	\$20,428	\$20,882	\$21,562
1/4 PAGE 3 COL x 9.75"	\$15,789	\$16,579	\$16,974	\$17,368	\$17,763	\$18,158	\$18,750
4 COL X 6"	\$16,301	\$17,116	\$17,523	\$17,931	\$18,338	\$18,746	\$19,357
4 COL X 6"	\$14,175	\$14,883	\$15,238	\$15,592	\$15,946	\$16,301	\$16,832
3 COL X 7"	\$14,490	\$15,214	\$15,576	\$15,939	\$16,301	\$16,663	\$17,206
3 COL X 7"	\$12,600	\$13,230	\$13,545	\$13,860	\$14,175	\$14,490	\$14,962
3 COL X 7"	\$12,678	\$13,312	\$13,629	\$13,946	\$14,263	\$14,580	\$15,056
3 COL X 6"	\$11,025	\$11,576	\$11,852	\$12,127	\$12,403	\$12,678	\$13,092
3 COL X 6"	\$10,867	\$11,411	\$11,682	\$11,954	\$12,226	\$12,497	\$12,905
2 COL X 8"	\$9,450	\$9,922	\$10,158	\$10,395	\$10,631	\$10,867	\$11,222
2 COL X 8"	\$9,660	\$10,143	\$10,384	\$10,626	\$10,867	\$11,109	\$11,471
1/8 PAGE 3 COL x 5"	\$8,400	\$8,820	\$9,030	\$9,240	\$9,450	\$9,660	\$9,975
2 COL X 7"	\$9,056	\$9,509	\$9,735	\$9,962	\$10,188	\$10,414	\$10,754
2 COL X 7"	\$7,875	\$8,269	\$8,465	\$8,662	\$8,859	\$9,056	\$9,351
2 COL X 6"	\$8,452	\$8,875	\$9,086	\$9,297	\$9,509	\$9,720	\$10,037
2 COL X 6"	\$7,350	\$7,717	\$7,901	\$8,085	\$8,269	\$8,452	\$8,728
2 COL X 6"	\$7,245	\$7,607	\$7,788	\$7,969	\$8,150	\$8,332	\$8,603
2 COL X 5"	\$6,300	\$6,615	\$6,772	\$6,930	\$7,087	\$7,245	\$7,481
2 COL X 5"	\$6,037	\$6,339	\$6,490	\$6,641	\$6,792	\$6,943	\$7,169
2 COL X 4" (*)	\$5,250	\$5,512	\$5,644	\$5,775	\$5,906	\$6,037	\$6,234
2 COL X 4" (*)	\$4,830	\$5,071	\$5,192	\$5,313	\$5,434	\$5,554	\$5,735
2 COL X 3.5" (*)	\$4,200	\$4,410	\$4,515	\$4,620	\$4,725	\$4,830	\$4,987
2 COL X 3.5" (*)	\$4,226	\$4,437	\$4,543	\$4,649	\$4,754	\$4,860	\$5,019
2 COL X 3" (*)	\$3,675	\$3,859	\$3,951	\$4,042	\$4,134	\$4,226	\$4,364
2 COL X 3" (*)	\$3,622	\$3,804	\$3,894	\$3,985	\$4,075	\$4,166	\$4,302
2 COL X 2.5" (*)	\$3,150	\$3,307	\$3,386	\$3,465	\$3,544	\$3,622	\$3,741
2 COL X 2.5" (*)	\$3,019	\$3,170	\$3,245	\$3,321	\$3,396	\$3,471	\$3,585
2 COL X 2" (*)	\$2,625	\$2,756	\$2,822	\$2,887	\$2,953	\$3,019	\$3,117
2 COL X 2" (*)	\$2,415	\$2,536	\$2,596	\$2,656	\$2,717	\$2,777	\$2,868
2 COL X 2" (*)	\$2,100	\$2,205	\$2,257	\$2,310	\$2,362	\$2,415	\$2,494

For contract commitments of \$2 million dollars or greater, please contact your account executive for rates.

Ad Placement

Ads guaranteed placement in Section A.

Frequency Discounts

7-day, 14-day and 28-day frequency discounts are available. Please contact your account executive for details.

Additional Ad Sizes

Non-modular size ads are available on a premium per inch rate basis. Please contact your account executive for details.

*Small Space Ads

Ad sizes 8-inches or less will be grouped in "Boxed Ad Collections" with other smaller ads.

See the Detroit Media Partnership **Advertising Policies** for rate eligibility guidelines.

Call us today at 313-222-2700 for more information or to be assigned an account executive.



Rates, March 2009

