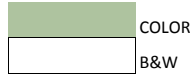


**Banking
(non-commissionable)
Thursday and Friday**



**Detroit Free Press
The Detroit News**

	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
PAGE	\$36,880	\$38,724	\$39,646	\$40,568	\$41,490	\$42,412	\$43,795
6 COL X 19.75"	\$32,070	\$33,673	\$34,475	\$35,277	\$36,078	\$36,880	\$38,083
JR. FULL PAGE	\$33,612	\$35,293	\$36,133	\$36,973	\$37,814	\$38,654	\$39,914
5 COL X 18"	\$29,228	\$30,689	\$31,420	\$32,151	\$32,881	\$33,612	\$34,708
6 COL X 14"	\$31,371	\$32,940	\$33,724	\$34,508	\$35,293	\$36,077	\$37,253
	\$27,279	\$28,643	\$29,325	\$30,007	\$30,689	\$31,371	\$32,394
5 COL X 16"	\$29,877	\$31,371	\$32,118	\$32,865	\$33,612	\$34,359	\$35,479
	\$25,980	\$27,279	\$27,929	\$28,578	\$29,228	\$29,877	\$30,852
4 COL X 19.75"	\$29,504	\$30,979	\$31,717	\$32,454	\$33,192	\$33,930	\$35,036
	\$25,656	\$26,938	\$27,580	\$28,221	\$28,863	\$29,504	\$30,466
6 COL X 12"	\$26,890	\$28,234	\$28,906	\$29,579	\$30,251	\$30,923	\$31,932
	\$23,382	\$24,551	\$25,136	\$25,721	\$26,305	\$26,890	\$27,767
5 COL X 14"	\$26,143	\$27,450	\$28,103	\$28,757	\$29,411	\$30,064	\$31,045
	\$22,733	\$23,869	\$24,438	\$25,006	\$25,574	\$26,143	\$26,995
5 COL X 13"	\$24,275	\$25,489	\$26,096	\$26,703	\$27,310	\$27,917	\$28,827
	\$21,109	\$22,165	\$22,692	\$23,220	\$23,748	\$24,275	\$25,067
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$22,128	\$23,234	\$23,788	\$24,341	\$24,894	\$25,447	\$26,277
	\$19,242	\$20,204	\$20,685	\$21,166	\$21,647	\$22,128	\$22,850
4 COL X 14"	\$25,097	\$26,352	\$26,979	\$27,607	\$28,234	\$28,862	\$29,803
	\$21,824	\$22,915	\$23,460	\$24,006	\$24,551	\$25,097	\$25,915
4 COL X 12"	\$21,512	\$22,587	\$23,125	\$23,663	\$24,201	\$24,739	\$25,545
	\$18,706	\$19,641	\$20,109	\$20,576	\$21,044	\$21,512	\$22,213
3 COL X 11"	\$14,789	\$15,529	\$15,899	\$16,268	\$16,638	\$17,008	\$17,562
	\$12,860	\$13,503	\$13,825	\$14,146	\$14,468	\$14,789	\$15,272
1/4 PAGE 3 COL x 9.75"	\$13,277	\$13,941	\$14,273	\$14,604	\$14,936	\$15,268	\$15,766
	\$11,545	\$12,122	\$12,411	\$12,700	\$12,988	\$13,277	\$13,710
4 COL X 6"	\$11,802	\$12,392	\$12,687	\$12,982	\$13,277	\$13,572	\$14,014
	\$10,262	\$10,775	\$11,032	\$11,288	\$11,545	\$11,802	\$12,186
3 COL X 7"	\$10,326	\$10,843	\$11,101	\$11,359	\$11,617	\$11,875	\$12,263
	\$8,979	\$9,428	\$9,653	\$9,877	\$10,102	\$10,326	\$10,663
3 COL X 6"	\$8,851	\$9,294	\$9,515	\$9,736	\$9,958	\$10,179	\$10,511
	\$7,697	\$8,082	\$8,274	\$8,466	\$8,659	\$8,851	\$9,140
2 COL X 8"	\$7,868	\$8,261	\$8,458	\$8,655	\$8,851	\$9,048	\$9,343
	\$6,842	\$7,184	\$7,355	\$7,526	\$7,697	\$7,868	\$8,124
1/8 PAGE 3 COL x 5"	\$7,376	\$7,745	\$7,929	\$8,114	\$8,298	\$8,482	\$8,759
	\$6,414	\$6,735	\$6,895	\$7,055	\$7,216	\$7,376	\$7,617
2 COL X 7"	\$6,884	\$7,228	\$7,401	\$7,573	\$7,745	\$7,917	\$8,175
	\$5,986	\$6,286	\$6,435	\$6,585	\$6,735	\$6,884	\$7,109
2 COL X 6"	\$5,901	\$6,196	\$6,343	\$6,491	\$6,638	\$6,786	\$7,007
	\$5,131	\$5,388	\$5,516	\$5,644	\$5,773	\$5,901	\$6,093
2 COL X 5"	\$4,917	\$5,163	\$5,286	\$5,409	\$5,532	\$5,655	\$5,839
	\$4,276	\$4,490	\$4,597	\$4,704	\$4,810	\$4,917	\$5,078
2 COL X 4" (*)	\$3,934	\$4,131	\$4,229	\$4,327	\$4,426	\$4,524	\$4,671
	\$3,421	\$3,592	\$3,677	\$3,763	\$3,848	\$3,934	\$4,062
2 COL X 3.5"(*)	\$3,442	\$3,614	\$3,700	\$3,786	\$3,872	\$3,958	\$4,088
	\$2,993	\$3,143	\$3,218	\$3,292	\$3,367	\$3,442	\$3,554
2 COL X 3" (*)	\$2,950	\$3,098	\$3,172	\$3,245	\$3,319	\$3,393	\$3,504
	\$2,566	\$2,694	\$2,758	\$2,822	\$2,886	\$2,950	\$3,047
2 COL X 2.5" (*)	\$2,459	\$2,582	\$2,643	\$2,705	\$2,766	\$2,827	\$2,920
	\$2,138	\$2,245	\$2,298	\$2,352	\$2,405	\$2,459	\$2,539
2 COL X 2" (*)	\$1,967	\$2,065	\$2,114	\$2,164	\$2,213	\$2,262	\$2,336
	\$1,710	\$1,796	\$1,839	\$1,881	\$1,924	\$1,967	\$2,031

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

