

Dealer/Co-op (non-commissionable)

Sunday

| | |
|--|-------|
| | COLOR |
| | B&W |

Detroit Free Press
A GANNETT COMPANY

The Detroit News

| | ANNUAL SPENDING | | | | |
|---------------------------|-----------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|
| | \$1,500,000 -\$1,999,999 | \$1,000,000 -\$1,499,999 | \$700,000 -\$999,999 | \$500,000 -\$699,999 | Less than -\$500,000 |
| PAGE | \$31,130 | \$32,262 | \$33,960 | \$35,658 | \$36,790 |
| 6 COL x 19.75" | \$27,070 | \$28,054 | \$29,530 | \$31,007 | \$31,991 |
| JR. FULL PAGE | \$28,372 | \$29,403 | \$30,951 | \$32,498 | \$33,530 |
| 5 COL X 18" | \$24,671 | \$25,568 | \$26,914 | \$28,260 | \$29,157 |
| 6 COL X 14" | \$26,480 | \$27,443 | \$28,887 | \$30,332 | \$31,295 |
| | \$23,026 | \$23,864 | \$25,120 | \$26,376 | \$27,213 |
| 5 COL X 16" | \$25,219 | \$26,136 | \$27,512 | \$28,887 | \$29,805 |
| | \$21,930 | \$22,727 | \$23,923 | \$25,120 | \$25,917 |
| 4 COL X 19.75" | \$24,904 | \$25,810 | \$27,168 | \$28,526 | \$29,432 |
| | \$21,656 | \$22,443 | \$23,624 | \$24,806 | \$25,593 |
| 6 COL X 12" | \$22,697 | \$23,523 | \$24,761 | \$25,999 | \$26,824 |
| | \$19,737 | \$20,454 | \$21,531 | \$22,608 | \$23,325 |
| 5 COL X 14" | \$22,067 | \$22,869 | \$24,073 | \$25,277 | \$26,079 |
| | \$19,189 | \$19,886 | \$20,933 | \$21,980 | \$22,677 |
| 5 COL X 13" | \$20,491 | \$21,236 | \$22,353 | \$23,471 | \$24,216 |
| | \$17,818 | \$18,466 | \$19,438 | \$20,410 | \$21,058 |
| 1/2 PAGE | \$18,678 | \$19,357 | \$20,376 | \$21,395 | \$22,074 |
| (H) 6 COL x 9.75" | \$16,242 | \$16,832 | \$17,718 | \$18,604 | \$19,195 |
| (V) 3 COL x 19.75" | | | | | |
| 4 COL X 14" | \$21,184 | \$21,954 | \$23,110 | \$24,265 | \$25,036 |
| | \$18,421 | \$19,091 | \$20,096 | \$21,100 | \$21,770 |
| 4 COL X 12" | \$18,158 | \$18,818 | \$19,809 | \$20,799 | \$21,459 |
| | \$15,789 | \$16,364 | \$17,225 | \$18,086 | \$18,660 |
| 3 COL X 11" | \$12,484 | \$12,937 | \$13,618 | \$14,299 | \$14,753 |
| | \$10,855 | \$11,250 | \$11,842 | \$12,434 | \$12,829 |
| 1/4 PAGE | \$11,207 | \$11,614 | \$12,226 | \$12,837 | \$13,244 |
| 3 COL x 9.75" | \$9,745 | \$10,099 | \$10,631 | \$11,163 | \$11,517 |
| 4 COL X 6" | \$9,962 | \$10,324 | \$10,867 | \$11,411 | \$11,773 |
| | \$8,662 | \$8,977 | \$9,450 | \$9,922 | \$10,237 |
| 3 COL X 7" | \$8,716 | \$9,033 | \$9,509 | \$9,984 | \$10,301 |
| | \$7,579 | \$7,855 | \$8,269 | \$8,682 | \$8,958 |
| 3 COL X 6" | \$7,471 | \$7,743 | \$8,150 | \$8,558 | \$8,830 |
| | \$6,497 | \$6,733 | \$7,087 | \$7,442 | \$7,678 |
| 2 COL X 8" | \$6,641 | \$6,883 | \$7,245 | \$7,607 | \$7,849 |
| | \$5,775 | \$5,985 | \$6,300 | \$6,615 | \$6,825 |
| 1/8 PAGE | \$6,226 | \$6,452 | \$6,792 | \$7,132 | \$7,358 |
| 3 COL x 5" | \$5,414 | \$5,611 | \$5,906 | \$6,201 | \$6,398 |
| 2 COL X 7" | \$5,811 | \$6,022 | \$6,339 | \$6,656 | \$6,867 |
| | \$5,053 | \$5,237 | \$5,512 | \$5,788 | \$5,972 |
| 2 COL X 6" | \$4,981 | \$5,162 | \$5,434 | \$5,705 | \$5,886 |
| | \$4,331 | \$4,489 | \$4,725 | \$4,961 | \$5,119 |
| 2 COL X 5" | \$4,151 | \$4,302 | \$4,528 | \$4,754 | \$4,905 |
| | \$3,609 | \$3,741 | \$3,937 | \$4,134 | \$4,266 |
| 2 COL X 4" (*) | \$3,321 | \$3,441 | \$3,622 | \$3,804 | \$3,924 |
| | \$2,887 | \$2,992 | \$3,150 | \$3,307 | \$3,412 |
| 2 COL X 3.5" (*) | \$2,905 | \$3,011 | \$3,170 | \$3,328 | \$3,434 |
| | \$2,526 | \$2,618 | \$2,756 | \$2,894 | \$2,986 |
| 2 COL X 3" (*) | \$2,490 | \$2,581 | \$2,717 | \$2,853 | \$2,943 |
| | \$2,166 | \$2,244 | \$2,362 | \$2,481 | \$2,559 |
| 2 COL X 2.5" (*) | \$2,075 | \$2,151 | \$2,264 | \$2,377 | \$2,453 |
| | \$1,805 | \$1,870 | \$1,969 | \$2,067 | \$2,133 |
| 2 COL X 2" (*) | \$1,660 | \$1,721 | \$1,811 | \$1,902 | \$1,962 |
| | \$1,444 | \$1,496 | \$1,575 | \$1,654 | \$1,706 |

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