

Retail
HomeStyle

 COLOR
 B&W

Detroit Free Press
The Detroit News

LARGE and PREMIUM POSITION Ads: Inside front cover, back page, center spread, full pages and half pages in front half of section

| | ANNUAL SPENDING | | | | |
|--|-----------------|-----------------------|-----------------------|-----------------------|---------------------|
| | \$700,000 + | \$400,000 - \$699,999 | \$200,000 - \$399,999 | \$100,000 - \$199,999 | Less than \$100,000 |
| PAGE 9.667 X 11.25" | \$5,002 | \$5,509 | \$6,062 | \$7,099 | \$8,003 |
| | \$4,349 | \$4,790 | \$5,271 | \$6,173 | \$6,959 |
| 1/2 PAGE 4.75 X 11.25" (V) 9.667 X 5.5" (H) | \$2,501 | \$2,754 | \$3,031 | \$3,550 | \$4,001 |
| | \$2,175 | \$2,395 | \$2,636 | \$3,087 | \$3,480 |
| WELCOME MAT STRIP 9.667 X 1.5" (Strip Ad size) | \$1,692 | \$1,751 | \$1,867 | \$1,984 | \$2,101 |

Two or more full pages within the same issue = 12% discount

Only four modular ad sizes available: full page, half page (vertical or horizontal), quarter page, or eighth page (vertical or horizontal).

"Welcome Mat strip" and "The Collection" ads are special marketing opportunities sold separately.

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

SMALL SIZE ADS: less than half page ads, second half of section, excluding back page.

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|---|-----------------|-----------------------|-----------------------|-----------------------|---------------------|
| | \$700,000 + | \$400,000 - \$699,999 | \$200,000 - \$399,999 | \$100,000 - \$199,999 | Less than \$100,000 |
| 1/4 PAGE 4.75 X 5.5" | \$887 | \$951 | \$1,014 | \$1,078 | \$1,141 |
| | \$772 | \$827 | \$882 | \$937 | \$992 |
| 1/8 PAGE 4.75 X 2.75" (H) 2.375 X 5.5" (V) | \$444 | \$475 | \$507 | \$539 | \$570 |
| | \$386 | \$413 | \$441 | \$469 | \$496 |

THE COLLECTION "BOX ADS" \$309 per box (B&W)
4 box maximum
Add \$27.50/box for color.

