

**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 10.625 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

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.

	ANNUAL SPENDING				
	\$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.

