

Michigan Awareness Weekly package costs

**Detroit Free Press
The Detroit News**

	\$50.00	\$37.50	\$33.75	\$32.00	\$28.57
	2X	3X	4X	5X	7X
4" ADS	\$400	\$450	\$540	\$640	\$800
5" ADS	\$500	\$563	\$675	\$800	\$1,000
6" ADS	\$600	\$675	\$810	\$960	\$1,200
7" ADS	\$700	\$788	\$945	\$1,120	\$1,400

All prices based on a minimum 26-week commitment.

All prices based on B&W

Add \$27.50/inch for small space color charges.

2X program includes Sunday and either Thursday or Friday (no price adjustments for other days).

3X program includes Sunday, Thursday and Friday (no price adjustment for other days).

4X program includes Sunday, Thursday and Friday plus one Express day of client's choice (no price adjustment for other days).

5X program includes Sunday, Thursday and Friday plus two Express days of client's choice (no price adjustment for other days).

7X program includes Monday – Sunday

Programs are based on "per week" commitments for running ads. Ad commitments (2 times, 3 times, 4 times, 5 times or 7 times) can not be spread across more than one week.

Ads run in non-Section A placements. Section A placement = +25% add-on to above rates.

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

