

Premium Positions

(non-commissionable)

Detroit Free Press
The Detroit News

Sunday – Premium Positions

Spadea	3.5" front wrap PLUS 2-page back wrap (color outside/B&W inside)	\$142,354
Sec A Front Page Strip	6 col x 3"	\$13,450
Sec A Front Page Jewel Box	2 col x 4.25"	\$7,472
Inside Section/Chapter Front Strip	6 col x 3"	\$5,604
Inside Section/Chapter Front Jewel Box	2 col x 4.25"	\$4,670

Thursday & Friday – Premium Positions

Spadea	3.5" front wrap PLUS 2-page back wrap (color outside/B&W inside)	\$115,946
Sec A Front Page Strip	6 col x 3"	\$10,954
Sec A Front Page Jewel Box	2 col x 4.25"	\$6,086
Inside Section/Chapter Front Strip	6 col x 3"	\$4,564
Inside Section/Chapter Front Jewel Box	2 col x 4.25"	\$3,804

Express Editions – Premium Positions (Applies to M, T, W and Sat.)

3.5" front wrap PLUS

Spadea	3.5" front wrap PLUS 2-page back wrap (color outside/B&W inside)	\$50,302
Sec A Front Page Strip	6 col x 3"	\$4,752
Sec A Front Page Jewel Box	2 col x 4.25"	\$2,640
Inside Section/Chapter Front Strip	6 col x 3"	\$1,980
Inside Section/Chapter Front Jewel Box	2 col x 4.25"	\$1,650

Rates noted reflect the "open or 1X commitment" rate.

All rates include color; no discount for B&W ads.

All rates are non-commissionable

Frequency discounts based on signed frequency contract or qualifying revenue-based contract, as follows:

13 times or \$200,000 min. revenue contract	10%
26 times or \$500,000 min. revenue contract	15%
52 times or \$1,000,000 min. revenue contract	20%

