

Local Banking: Zone Rates (non-commissionable)

Sunday Detroit Zone



**Detroit Free Press**  
**The Detroit News**

	ANNUAL SPENDING						
	\$1,000,000+	\$700,000 -\$999,999	\$500,000 -\$699,999	\$300,000 -\$499,999	\$150,000 -\$299,999	\$75,000 -\$149,999	Less than -\$75,000
PAGE	\$2,343	\$2,929	\$3,515	\$4,075	\$4,483	\$4,890	\$5,400
6 COL x 19.75"	\$2,038	\$2,547	\$3,056	\$3,544	\$3,898	\$4,252	\$4,695
JR. FULL PAGE	\$2,136	\$2,670	\$3,203	\$3,714	\$4,086	\$4,457	\$4,921
5 COL X 18"	\$1,857	\$2,321	\$2,786	\$3,230	\$3,553	\$3,876	\$4,279
6 COL X 14"	\$1,993	\$2,492	\$2,990	\$3,466	\$3,813	\$4,160	\$4,593
	\$1,733	\$2,167	\$2,600	\$3,014	\$3,316	\$3,617	\$3,994
5 COL X 16"	\$1,898	\$2,373	\$2,847	\$3,301	\$3,632	\$3,962	\$4,374
	\$1,651	\$2,063	\$2,476	\$2,871	\$3,158	\$3,445	\$3,804
4 COL X 19.75"	\$1,875	\$2,343	\$2,812	\$3,260	\$3,586	\$3,912	\$4,320
	\$1,630	\$2,038	\$2,445	\$2,835	\$3,118	\$3,402	\$3,756
6 COL X 12"	\$1,708	\$2,136	\$2,563	\$2,971	\$3,268	\$3,566	\$3,937
	\$1,486	\$1,857	\$2,228	\$2,584	\$2,842	\$3,100	\$3,423
5 COL X 14"	\$1,661	\$2,076	\$2,492	\$2,889	\$3,178	\$3,466	\$3,828
	\$1,444	\$1,805	\$2,167	\$2,512	\$2,763	\$3,014	\$3,328
5 COL X 13"	\$1,542	\$1,928	\$2,314	\$2,682	\$2,951	\$3,219	\$3,554
	\$1,341	\$1,677	\$2,012	\$2,333	\$2,566	\$2,799	\$3,091
1/2 PAGE	\$1,406	\$1,757	\$2,109	\$2,445	\$2,690	\$2,934	\$3,240
(H) 6 COL x 9.875"	\$1,223	\$1,528	\$1,834	\$2,126	\$2,339	\$2,551	\$2,817
(V) 3 COL x 19.75"							
4 COL X 14"	\$1,595	\$1,993	\$2,392	\$2,773	\$3,051	\$3,328	\$3,674
	\$1,387	\$1,733	\$2,080	\$2,411	\$2,653	\$2,894	\$3,195
4 COL X 12"	\$1,367	\$1,708	\$2,050	\$2,377	\$2,615	\$2,852	\$3,150
	\$1,189	\$1,486	\$1,783	\$2,067	\$2,274	\$2,480	\$2,739
3 COL X 11"	\$940	\$1,175	\$1,410	\$1,634	\$1,798	\$1,961	\$2,165
	\$817	\$1,021	\$1,226	\$1,421	\$1,563	\$1,705	\$1,883
1/4 PAGE	\$844	\$1,054	\$1,265	\$1,467	\$1,614	\$1,760	\$1,944
3 COL x 9.75"	\$734	\$917	\$1,100	\$1,276	\$1,403	\$1,531	\$1,690
4 COL X 6"	\$750	\$937	\$1,125	\$1,304	\$1,434	\$1,565	\$1,728
	\$652	\$815	\$978	\$1,134	\$1,247	\$1,361	\$1,503
3 COL X 7"	\$656	\$820	\$984	\$1,141	\$1,255	\$1,369	\$1,512
	\$571	\$713	\$856	\$992	\$1,091	\$1,191	\$1,315
3 COL X 6"	\$562	\$703	\$844	\$978	\$1,076	\$1,174	\$1,296
	\$489	\$611	\$734	\$850	\$936	\$1,021	\$1,127
2 COL X 8"	\$500	\$625	\$750	\$869	\$956	\$1,043	\$1,152
	\$435	\$543	\$652	\$756	\$832	\$907	\$1,002
1/8 PAGE	\$469	\$586	\$703	\$815	\$897	\$978	\$1,080
3 COL x 5"	\$408	\$509	\$611	\$709	\$780	\$850	\$939
2 COL X 7"	\$437	\$547	\$656	\$761	\$837	\$913	\$1,008
	\$380	\$475	\$571	\$661	\$728	\$794	\$876
2 COL X 6"	\$375	\$469	\$562	\$652	\$717	\$782	\$864
	\$326	\$408	\$489	\$567	\$624	\$680	\$751
2 COL X 5"	\$312	\$391	\$469	\$543	\$598	\$652	\$720
	\$272	\$340	\$408	\$472	\$520	\$567	\$626
2 COL X 4" (*)	\$250	\$312	\$375	\$435	\$478	\$522	\$576
	\$217	\$272	\$326	\$378	\$416	\$454	\$501
2 COL X 3.5" (*)	\$219	\$273	\$328	\$380	\$418	\$456	\$504
	\$190	\$238	\$285	\$331	\$364	\$397	\$438
2 COL X 3" (*)	\$187	\$234	\$281	\$326	\$359	\$391	\$432
	\$163	\$204	\$245	\$283	\$312	\$340	\$376
2 COL X 2.5" (*)	\$156	\$195	\$234	\$272	\$299	\$326	\$360
	\$136	\$170	\$204	\$236	\$260	\$283	\$313
2 COL X 2" (*)	\$125	\$156	\$187	\$217	\$239	\$261	\$288
	\$109	\$136	\$163	\$189	\$208	\$227	\$250

Zones

10% multi-zone discount. 2 zone maximum buy.

Frequency Discounts

7-day, 14-day and 28-day frequency discounts are available. Please contact your account executive for details.

Additional Ad Sizes

Non-modular size ads are available on a premium per inch rate basis. Please contact your account executive for details.

\*Small Space Ads

Ad sizes 8-inches or less will be grouped in "Boxed Ad Collections" with other smaller ads.

See the Detroit Media Partnership **Advertising Policies** for rate eligibility guidelines.

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



Rates, March 2009

