

Local Banking: Zone Rates (non-commissionable)

Sunday East, West or North Zones

	COLOR
	B&W

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	\$4,374	\$5,468	\$6,561	\$7,607	\$8,368	\$9,128	\$10,079
6 COL x 19.75"	\$3,804	\$4,754	\$5,705	\$6,615	\$7,276	\$7,938	\$8,765
JR. FULL PAGE	\$3,986	\$4,983	\$5,980	\$6,933	\$7,626	\$8,320	\$9,186
5 COL X 18"	\$3,466	\$4,333	\$5,200	\$6,029	\$6,632	\$7,234	\$7,988
6 COL X 14"	\$3,721	\$4,651	\$5,581	\$6,471	\$7,118	\$7,765	\$8,574
	\$3,235	\$4,044	\$4,853	\$5,627	\$6,189	\$6,752	\$7,455
5 COL X 16"	\$3,544	\$4,429	\$5,315	\$6,163	\$6,779	\$7,395	\$8,166
	\$3,081	\$3,852	\$4,622	\$5,359	\$5,895	\$6,431	\$7,100
4 COL X 19.75"	\$3,499	\$4,374	\$5,249	\$6,086	\$6,694	\$7,303	\$8,063
	\$3,043	\$3,804	\$4,564	\$5,292	\$5,821	\$6,350	\$7,012
6 COL X 12"	\$3,189	\$3,986	\$4,784	\$5,546	\$6,101	\$6,656	\$7,349
	\$2,773	\$3,466	\$4,160	\$4,823	\$5,305	\$5,788	\$6,390
5 COL X 14"	\$3,101	\$3,876	\$4,651	\$5,392	\$5,932	\$6,471	\$7,145
	\$2,696	\$3,370	\$4,044	\$4,689	\$5,158	\$5,627	\$6,213
5 COL X 13"	\$2,879	\$3,599	\$4,319	\$5,007	\$5,508	\$6,009	\$6,634
	\$2,504	\$3,129	\$3,755	\$4,354	\$4,789	\$5,225	\$5,769
1/2 PAGE	\$2,624	\$3,281	\$3,937	\$4,564	\$5,021	\$5,477	\$6,048
(H) 6 COL x 9.875"	\$2,282	\$2,853	\$3,423	\$3,969	\$4,366	\$4,763	\$5,259
(V) 3 COL x 19.75"							
4 COL X 14"	\$2,977	\$3,721	\$4,465	\$5,177	\$5,694	\$6,212	\$6,859
	\$2,588	\$3,235	\$3,882	\$4,501	\$4,952	\$5,402	\$5,964
4 COL X 12"	\$2,551	\$3,189	\$3,827	\$4,437	\$4,881	\$5,325	\$5,879
	\$2,219	\$2,773	\$3,328	\$3,858	\$4,244	\$4,630	\$5,112
3 COL X 11"	\$1,754	\$2,193	\$2,631	\$3,051	\$3,356	\$3,661	\$4,042
	\$1,525	\$1,907	\$2,288	\$2,653	\$2,918	\$3,183	\$3,515
1/4 PAGE	\$1,575	\$1,968	\$2,362	\$2,739	\$3,012	\$3,286	\$3,629
3 COL x 9.75"	\$1,369	\$1,712	\$2,054	\$2,381	\$2,619	\$2,858	\$3,155
4 COL X 6"	\$1,400	\$1,750	\$2,100	\$2,434	\$2,678	\$2,921	\$3,225
	\$1,217	\$1,521	\$1,826	\$2,117	\$2,328	\$2,540	\$2,805
3 COL X 7"	\$1,225	\$1,531	\$1,837	\$2,130	\$2,343	\$2,556	\$2,822
	\$1,065	\$1,331	\$1,597	\$1,852	\$2,037	\$2,223	\$2,454
3 COL X 6"	\$1,050	\$1,312	\$1,575	\$1,826	\$2,008	\$2,191	\$2,419
	\$913	\$1,141	\$1,369	\$1,588	\$1,746	\$1,905	\$2,104
2 COL X 8"	\$933	\$1,166	\$1,400	\$1,623	\$1,785	\$1,947	\$2,150
	\$811	\$1,014	\$1,217	\$1,411	\$1,552	\$1,693	\$1,870
1/8 PAGE	\$875	\$1,094	\$1,312	\$1,521	\$1,674	\$1,826	\$2,016
3 COL x 5"	\$761	\$951	\$1,141	\$1,323	\$1,455	\$1,588	\$1,753
2 COL X 7"	\$816	\$1,021	\$1,225	\$1,420	\$1,562	\$1,704	\$1,881
	\$710	\$887	\$1,065	\$1,235	\$1,358	\$1,482	\$1,636
2 COL X 6"	\$700	\$875	\$1,050	\$1,217	\$1,339	\$1,461	\$1,613
	\$609	\$761	\$913	\$1,058	\$1,164	\$1,270	\$1,402
2 COL X 5"	\$583	\$729	\$875	\$1,014	\$1,116	\$1,217	\$1,344
	\$507	\$634	\$761	\$882	\$970	\$1,058	\$1,169
2 COL X 4" (*)	\$467	\$583	\$700	\$811	\$893	\$974	\$1,075
	\$406	\$507	\$609	\$706	\$776	\$847	\$935
2 COL X 3.5"(*)	\$408	\$510	\$612	\$710	\$781	\$852	\$941
	\$355	\$444	\$532	\$617	\$679	\$741	\$818
2 COL X 3" (*)	\$350	\$437	\$525	\$609	\$669	\$730	\$806
	\$304	\$380	\$456	\$529	\$582	\$635	\$701
2 COL X 2.5" (*)	\$292	\$365	\$437	\$507	\$558	\$609	\$672
	\$254	\$317	\$380	\$441	\$485	\$529	\$584
2 COL X 2" (*)	\$233	\$292	\$350	\$406	\$446	\$487	\$538
	\$203	\$254	\$304	\$353	\$388	\$423	\$467

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

