

Local Banking: Zone Rates (non-commissionable)

Thursday Detroit Zone

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|  | COLOR |
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**Detroit Free Press**

A GANNETT COMPANY

**The Detroit News**

|                          | ANNUAL SPENDING |                         |                         |                         |                         |                        |                        |
|--------------------------|-----------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|------------------------|
|                          | \$1,000,000+    | \$700,000<br>-\$999,999 | \$500,000<br>-\$699,999 | \$300,000<br>-\$499,999 | \$150,000<br>-\$299,999 | \$75,000<br>-\$149,999 | Less than<br>-\$75,000 |
| <b>PAGE</b>              | \$1,781         | \$2,227                 | \$2,672                 | \$3,098                 | \$3,408                 | \$3,718                | \$4,105                |
| <b>6 COL x 19.75"</b>    | \$1,549         | \$1,936                 | \$2,323                 | \$2,694                 | \$2,963                 | \$3,233                | \$3,569                |
| <b>JR. FULL PAGE</b>     | \$1,623         | \$2,029                 | \$2,435                 | \$2,823                 | \$3,106                 | \$3,388                | \$3,741                |
| <b>5 COL X 18"</b>       | \$1,412         | \$1,765                 | \$2,118                 | \$2,455                 | \$2,701                 | \$2,946                | \$3,253                |
| <b>6 COL X 14"</b>       | \$1,515         | \$1,894                 | \$2,273                 | \$2,635                 | \$2,899                 | \$3,162                | \$3,492                |
|                          | \$1,318         | \$1,647                 | \$1,976                 | \$2,291                 | \$2,521                 | \$2,750                | \$3,036                |
| <b>5 COL X 16"</b>       | \$1,443         | \$1,804                 | \$2,165                 | \$2,510                 | \$2,761                 | \$3,012                | \$3,325                |
|                          | \$1,255         | \$1,569                 | \$1,882                 | \$2,182                 | \$2,401                 | \$2,619                | \$2,892                |
| <b>4 COL X 19.75"</b>    | \$1,425         | \$1,781                 | \$2,138                 | \$2,478                 | \$2,726                 | \$2,974                | \$3,284                |
|                          | \$1,239         | \$1,549                 | \$1,859                 | \$2,155                 | \$2,371                 | \$2,586                | \$2,855                |
| <b>6 COL X 12"</b>       | \$1,299         | \$1,623                 | \$1,948                 | \$2,259                 | \$2,485                 | \$2,710                | \$2,993                |
|                          | \$1,129         | \$1,412                 | \$1,694                 | \$1,964                 | \$2,161                 | \$2,357                | \$2,602                |
| <b>5 COL X 14"</b>       | \$1,263         | \$1,578                 | \$1,894                 | \$2,196                 | \$2,416                 | \$2,635                | \$2,910                |
|                          | \$1,098         | \$1,372                 | \$1,647                 | \$1,910                 | \$2,101                 | \$2,291                | \$2,530                |
| <b>5 COL X 13"</b>       | \$1,173         | \$1,466                 | \$1,759                 | \$2,039                 | \$2,243                 | \$2,447                | \$2,702                |
|                          | \$1,020         | \$1,274                 | \$1,529                 | \$1,773                 | \$1,950                 | \$2,128                | \$2,349                |
| <b>1/2 PAGE</b>          | \$1,069         | \$1,336                 | \$1,603                 | \$1,859                 | \$2,045                 | \$2,231                | \$2,463                |
| <b>(H) 6 COL x 9.75"</b> | \$929           | \$1,162                 | \$1,394                 | \$1,616                 | \$1,778                 | \$1,940                | \$2,142                |
| <b>4 COL X 14"</b>       | \$1,212         | \$1,515                 | \$1,818                 | \$2,108                 | \$2,319                 | \$2,530                | \$2,793                |
|                          | \$1,054         | \$1,318                 | \$1,581                 | \$1,833                 | \$2,016                 | \$2,200                | \$2,429                |
| <b>4 COL X 12"</b>       | \$1,039         | \$1,299                 | \$1,559                 | \$1,807                 | \$1,988                 | \$2,168                | \$2,394                |
|                          | \$903           | \$1,129                 | \$1,355                 | \$1,571                 | \$1,728                 | \$1,886                | \$2,082                |
| <b>3 COL X 11"</b>       | \$714           | \$893                   | \$1,071                 | \$1,242                 | \$1,367                 | \$1,491                | \$1,646                |
|                          | \$621           | \$776                   | \$932                   | \$1,080                 | \$1,188                 | \$1,296                | \$1,431                |
| <b>1/4 PAGE</b>          | \$641           | \$802                   | \$962                   | \$1,115                 | \$1,227                 | \$1,338                | \$1,478                |
| <b>3 COL x 9.75"</b>     | \$558           | \$697                   | \$836                   | \$970                   | \$1,067                 | \$1,164                | \$1,285                |
| <b>4 COL X 6"</b>        | \$570           | \$713                   | \$855                   | \$991                   | \$1,090                 | \$1,190                | \$1,314                |
|                          | \$496           | \$620                   | \$744                   | \$862                   | \$948                   | \$1,034                | \$1,142                |
| <b>3 COL X 7"</b>        | \$499           | \$623                   | \$748                   | \$867                   | \$954                   | \$1,041                | \$1,149                |
|                          | \$434           | \$542                   | \$651                   | \$754                   | \$830                   | \$905                  | \$999                  |
| <b>3 COL X 6"</b>        | \$428           | \$534                   | \$641                   | \$744                   | \$818                   | \$892                  | \$985                  |
|                          | \$372           | \$465                   | \$558                   | \$647                   | \$711                   | \$776                  | \$857                  |
| <b>2 COL X 8"</b>        | \$380           | \$475                   | \$570                   | \$661                   | \$727                   | \$793                  | \$876                  |
|                          | \$330           | \$413                   | \$496                   | \$575                   | \$632                   | \$690                  | \$761                  |
| <b>1/8 PAGE</b>          | \$356           | \$445                   | \$534                   | \$620                   | \$682                   | \$744                  | \$821                  |
|                          | \$310           | \$387                   | \$465                   | \$539                   | \$593                   | \$647                  | \$714                  |
| <b>2 COL X 7"</b>        | \$333           | \$416                   | \$499                   | \$578                   | \$636                   | \$694                  | \$766                  |
|                          | \$289           | \$361                   | \$434                   | \$503                   | \$553                   | \$603                  | \$666                  |
| <b>2 COL X 6"</b>        | \$285           | \$356                   | \$428                   | \$496                   | \$545                   | \$595                  | \$657                  |
|                          | \$248           | \$310                   | \$372                   | \$431                   | \$474                   | \$517                  | \$571                  |
| <b>2 COL X 5"</b>        | \$238           | \$297                   | \$356                   | \$413                   | \$454                   | \$496                  | \$547                  |
|                          | \$207           | \$258                   | \$310                   | \$359                   | \$395                   | \$431                  | \$476                  |
| <b>2 COL X 4" (*)</b>    | \$190           | \$238                   | \$285                   | \$330                   | \$363                   | \$397                  | \$438                  |
|                          | \$165           | \$207                   | \$248                   | \$287                   | \$316                   | \$345                  | \$381                  |
| <b>2 COL X 3.5"(*)</b>   | \$166           | \$208                   | \$249                   | \$289                   | \$318                   | \$347                  | \$383                  |
|                          | \$145           | \$181                   | \$217                   | \$251                   | \$277                   | \$302                  | \$333                  |
| <b>2 COL X 3" (*)</b>    | \$143           | \$178                   | \$214                   | \$248                   | \$273                   | \$297                  | \$328                  |
|                          | \$124           | \$155                   | \$186                   | \$216                   | \$237                   | \$259                  | \$286                  |
| <b>2 COL X 2.5" (*)</b>  | \$119           | \$148                   | \$178                   | \$207                   | \$227                   | \$248                  | \$274                  |
|                          | \$103           | \$129                   | \$155                   | \$180                   | \$198                   | \$216                  | \$238                  |
| <b>2 COL X 2" (*)</b>    | \$95            | \$119                   | \$143                   | \$165                   | \$182                   | \$198                  | \$219                  |
|                          | \$83            | \$103                   | \$124                   | \$144                   | \$158                   | \$172                  | \$190                  |

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