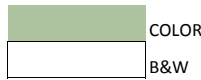


Local Banking: Zone Rates (non-commissionable)

Thursday 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	\$1,781	\$2,227	\$2,672	\$3,098	\$3,408	\$3,718	\$4,105
6 COL x 19.75"	\$1,549	\$1,936	\$2,323	\$2,694	\$2,963	\$3,233	\$3,569
JR. FULL PAGE	\$1,623	\$2,029	\$2,435	\$2,823	\$3,106	\$3,388	\$3,741
5 COL X 18"	\$1,412	\$1,765	\$2,118	\$2,455	\$2,701	\$2,946	\$3,253
6 COL X 14"	\$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
5 COL X 16"	\$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
4 COL X 19.75"	\$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
6 COL X 12"	\$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
5 COL X 14"	\$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
5 COL X 13"	\$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
1/2 PAGE	\$1,069	\$1,336	\$1,603	\$1,859	\$2,045	\$2,231	\$2,463
(H) 6 COL x 9.875"	\$929	\$1,162	\$1,394	\$1,616	\$1,778	\$1,940	\$2,142
(V) 3 COL x 19.75"							
4 COL X 14"	\$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
4 COL X 12"	\$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
3 COL X 11"	\$714	\$893	\$1,071	\$1,242	\$1,367	\$1,491	\$1,646
	\$621	\$776	\$932	\$1,080	\$1,188	\$1,296	\$1,431
1/4 PAGE	\$641	\$802	\$962	\$1,115	\$1,227	\$1,338	\$1,478
3 COL x 9.75"	\$558	\$697	\$836	\$970	\$1,067	\$1,164	\$1,285
4 COL X 6"	\$570	\$713	\$855	\$991	\$1,090	\$1,190	\$1,314
	\$496	\$620	\$744	\$862	\$948	\$1,034	\$1,142
3 COL X 7"	\$499	\$623	\$748	\$867	\$954	\$1,041	\$1,149
	\$434	\$542	\$651	\$754	\$830	\$905	\$999
3 COL X 6"	\$428	\$534	\$641	\$744	\$818	\$892	\$985
	\$372	\$465	\$558	\$647	\$711	\$776	\$857
2 COL X 8"	\$380	\$475	\$570	\$661	\$727	\$793	\$876
	\$330	\$413	\$496	\$575	\$632	\$690	\$761
1/8 PAGE	\$356	\$445	\$534	\$620	\$682	\$744	\$821
3 COL x 5"	\$310	\$387	\$465	\$539	\$593	\$647	\$714
2 COL X 7"	\$333	\$416	\$499	\$578	\$636	\$694	\$766
	\$289	\$361	\$434	\$503	\$553	\$603	\$666
2 COL X 6"	\$285	\$356	\$428	\$496	\$545	\$595	\$657
	\$248	\$310	\$372	\$431	\$474	\$517	\$571
2 COL X 5"	\$238	\$297	\$356	\$413	\$454	\$496	\$547
	\$207	\$258	\$310	\$359	\$395	\$431	\$476
2 COL X 4" (*)	\$190	\$238	\$285	\$330	\$363	\$397	\$438
	\$165	\$207	\$248	\$287	\$316	\$345	\$381
2 COL X 3.5"(*)	\$166	\$208	\$249	\$289	\$318	\$347	\$383
	\$145	\$181	\$217	\$251	\$277	\$302	\$333
2 COL X 3" (*)	\$143	\$178	\$214	\$248	\$273	\$297	\$328
	\$124	\$155	\$186	\$216	\$237	\$259	\$286
2 COL X 2.5" (*)	\$119	\$148	\$178	\$207	\$227	\$248	\$274
	\$103	\$129	\$155	\$180	\$198	\$216	\$238
2 COL X 2" (*)	\$95	\$119	\$143	\$165	\$182	\$198	\$219
	\$83	\$103	\$124	\$144	\$158	\$172	\$190

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.

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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.

