

Local Banking: Zone Rates (non-commissionable)
Thursday East, West or North Zones

	COLOR
	B&W

Detroit Free Press
The Detroit News

PAGE	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
6 COL x 19.75"	\$3,181	\$3,976	\$4,771	\$5,532	\$6,085	\$6,638	\$7,330
JR. FULL PAGE	\$2,766	\$3,458	\$4,149	\$4,810	\$5,291	\$5,773	\$6,374
5 COL X 18"	\$2,899	\$3,624	\$4,349	\$5,042	\$5,546	\$6,050	\$6,680
6 COL X 14"	\$2,521	\$3,151	\$3,781	\$4,384	\$4,823	\$5,261	\$5,809
5 COL X 16"	\$2,706	\$3,382	\$4,059	\$4,706	\$5,176	\$5,647	\$6,235
4 COL X 19.75"	\$2,353	\$2,941	\$3,529	\$4,092	\$4,501	\$4,910	\$5,422
6 COL X 12"	\$2,577	\$3,221	\$3,865	\$4,482	\$4,930	\$5,378	\$5,938
5 COL X 14"	\$2,241	\$2,801	\$3,361	\$3,897	\$4,287	\$4,676	\$5,164
4 COL X 12"	\$2,545	\$3,181	\$3,817	\$4,426	\$4,868	\$5,311	\$5,864
5 COL X 13"	\$2,213	\$2,766	\$3,319	\$3,848	\$4,233	\$4,618	\$5,099
1/2 PAGE	\$2,319	\$2,899	\$3,479	\$4,033	\$4,437	\$4,840	\$5,344
(H) 6 COL x 9.875"	\$2,017	\$2,521	\$3,025	\$3,507	\$3,858	\$4,209	\$4,647
(V) 3 COL x 19.75"	\$2,255	\$2,819	\$3,382	\$3,921	\$4,314	\$4,706	\$5,196
4 COL X 14"	\$1,961	\$2,451	\$2,941	\$3,410	\$3,751	\$4,092	\$4,518
4 COL X 12"	\$2,094	\$2,617	\$3,141	\$3,641	\$4,005	\$4,370	\$4,825
3 COL X 11"	\$1,821	\$2,276	\$2,731	\$3,166	\$3,483	\$3,800	\$4,195
1/4 PAGE	\$1,909	\$2,386	\$2,863	\$3,319	\$3,651	\$3,983	\$4,398
3 COL x 9.75"	\$1,660	\$2,075	\$2,489	\$2,886	\$3,175	\$3,464	\$3,824
4 COL X 6"	\$2,165	\$2,706	\$3,247	\$3,765	\$4,141	\$4,517	\$4,988
3 COL X 7"	\$1,882	\$2,353	\$2,823	\$3,274	\$3,601	\$3,928	\$4,337
2 COL X 8"	\$1,855	\$2,319	\$2,783	\$3,227	\$3,549	\$3,872	\$4,275
2 COL X 7"	\$1,613	\$2,017	\$2,420	\$2,806	\$3,086	\$3,367	\$3,718
2 COL X 6"	\$1,276	\$1,594	\$1,913	\$2,218	\$2,440	\$2,662	\$2,939
2 COL X 5"	\$1,109	\$1,387	\$1,664	\$1,929	\$2,122	\$2,315	\$2,556
2 COL X 4" (*)	\$1,145	\$1,431	\$1,718	\$1,992	\$2,191	\$2,390	\$2,639
2 COL X 3.5" (*)	\$996	\$1,245	\$1,494	\$1,732	\$1,905	\$2,078	\$2,295
2 COL X 3" (*)	\$1,018	\$1,272	\$1,527	\$1,770	\$1,947	\$2,124	\$2,346
2 COL X 2.5" (*)	\$885	\$1,106	\$1,328	\$1,539	\$1,693	\$1,847	\$2,040
2 COL X 2" (*)	\$891	\$1,113	\$1,336	\$1,549	\$1,704	\$1,859	\$2,052
2 COL X 1.5" (*)	\$774	\$968	\$1,162	\$1,347	\$1,482	\$1,616	\$1,785
2 COL X 1" (*)	\$763	\$954	\$1,145	\$1,328	\$1,460	\$1,593	\$1,759
2 COL X 0.75" (*)	\$664	\$830	\$996	\$1,155	\$1,270	\$1,385	\$1,530
2 COL X 0.5" (*)	\$679	\$848	\$1,018	\$1,180	\$1,298	\$1,416	\$1,564
2 COL X 0.25" (*)	\$590	\$738	\$885	\$1,026	\$1,129	\$1,231	\$1,360
2 COL X 0.125" (*)	\$636	\$795	\$954	\$1,106	\$1,217	\$1,328	\$1,466
2 COL X 0.0625" (*)	\$553	\$692	\$830	\$962	\$1,058	\$1,155	\$1,275
2 COL X 0.03125" (*)	\$594	\$742	\$891	\$1,033	\$1,136	\$1,239	\$1,368
2 COL X 0.015625" (*)	\$516	\$645	\$774	\$898	\$988	\$1,078	\$1,190
2 COL X 0.0078125" (*)	\$509	\$636	\$763	\$885	\$974	\$1,062	\$1,173
2 COL X 0.00390625" (*)	\$443	\$553	\$664	\$770	\$847	\$924	\$1,020
2 COL X 0.001953125" (*)	\$424	\$530	\$636	\$738	\$811	\$885	\$977
2 COL X 0.0009765625" (*)	\$369	\$461	\$553	\$641	\$706	\$770	\$850
2 COL X 0.00048828125" (*)	\$339	\$424	\$509	\$590	\$649	\$708	\$782
2 COL X 0.000244140625" (*)	\$295	\$369	\$443	\$513	\$564	\$616	\$680
2 COL X 0.0001220703125" (*)	\$297	\$371	\$445	\$516	\$568	\$620	\$684
2 COL X 0.00006103515625" (*)	\$258	\$323	\$387	\$449	\$494	\$539	\$595
2 COL X 0.000030517578125" (*)	\$254	\$318	\$382	\$443	\$487	\$531	\$586
2 COL X 0.0000152587890625" (*)	\$221	\$277	\$332	\$385	\$423	\$462	\$510
2 COL X 0.00000762939453125" (*)	\$212	\$265	\$318	\$369	\$406	\$443	\$489
2 COL X 0.000003814697265625" (*)	\$184	\$231	\$277	\$321	\$353	\$385	\$425
2 COL X 0.0000019073486328125" (*)	\$170	\$212	\$254	\$295	\$325	\$354	\$391
2 COL X 0.00000095367431640625" (*)	\$148	\$184	\$221	\$257	\$282	\$308	\$340

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.

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Rates, March 2009

