

**Local (non-commissionable)**

Thursday and Friday

COLOR  
B&W

**Detroit Free Press**  
A GANNETT COMPANY

**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
<b>PAGE</b>	\$9,220	\$11,525	\$13,830	\$16,135	\$17,518	\$19,362	\$21,206
<b>6 COL x 19.75"</b>	\$8,017	\$10,022	\$12,026	\$14,030	\$15,233	\$16,837	\$18,440
<b>JR. FULL PAGE</b>	\$8,403	\$10,504	\$12,605	\$14,705	\$15,966	\$17,646	\$19,327
<b>5 COL X 18"</b>	\$7,307	\$9,134	\$10,960	\$12,787	\$13,883	\$15,345	\$16,806
<b>6 COL X 14"</b>	\$7,843	\$9,804	\$11,764	\$13,725	\$14,901	\$16,470	\$18,039
	\$6,820	\$8,525	\$10,230	\$11,935	\$12,958	\$14,322	\$15,686
<b>5 COL X 16"</b>	\$7,469	\$9,337	\$11,204	\$13,071	\$14,192	\$15,686	\$17,180
	\$6,495	\$8,119	\$9,743	\$11,366	\$12,341	\$13,640	\$14,939
<b>4 COL X 19.75"</b>	\$7,376	\$9,220	\$11,064	\$12,908	\$14,014	\$15,490	\$16,965
	\$6,414	\$8,017	\$9,621	\$11,224	\$12,186	\$13,469	\$14,752
<b>6 COL X 12"</b>	\$6,722	\$8,403	\$10,084	\$11,764	\$12,773	\$14,117	\$15,462
	\$5,846	\$7,307	\$8,768	\$10,230	\$11,107	\$12,276	\$13,445
<b>5 COL X 14"</b>	\$6,536	\$8,170	\$9,804	\$11,437	\$12,418	\$13,725	\$15,032
	\$5,683	\$7,104	\$8,525	\$9,946	\$10,798	\$11,935	\$13,071
<b>5 COL X 13"</b>	\$6,069	\$7,586	\$9,103	\$10,621	\$11,531	\$12,745	\$13,958
	\$5,277	\$6,597	\$7,916	\$9,235	\$10,027	\$11,082	\$12,138
<b>1/2 PAGE</b>	\$5,532	\$6,915	\$8,298	\$9,681	\$10,511	\$11,617	\$12,724
<b>(H) 6 COL x 9.75"</b>							
<b>(V) 3 COL x 19.75"</b>	\$4,810	\$6,013	\$7,216	\$8,418	\$9,140	\$10,102	\$11,064
<b>4 COL X 14"</b>	\$6,274	\$7,843	\$9,411	\$10,980	\$11,921	\$13,176	\$14,431
	\$5,456	\$6,820	\$8,184	\$9,548	\$10,366	\$11,457	\$12,549
<b>4 COL X 12"</b>	\$5,378	\$6,722	\$8,067	\$9,411	\$10,218	\$11,294	\$12,369
	\$4,676	\$5,846	\$7,015	\$8,184	\$8,885	\$9,821	\$10,756
<b>3 COL X 11"</b>	\$3,697	\$4,622	\$5,546	\$6,470	\$7,025	\$7,764	\$8,504
	\$3,215	\$4,019	\$4,823	\$5,626	\$6,109	\$6,752	\$7,395
<b>1/4 PAGE</b>	\$3,319	\$4,149	\$4,979	\$5,809	\$6,306	\$6,970	\$7,634
<b>3 COL x 9.75"</b>	\$2,886	\$3,608	\$4,329	\$5,051	\$5,484	\$6,061	\$6,638
<b>4 COL X 6"</b>	\$2,950	\$3,688	\$4,426	\$5,163	\$5,606	\$6,196	\$6,786
	\$2,566	\$3,207	\$3,848	\$4,490	\$4,875	\$5,388	\$5,901
<b>3 COL X 7"</b>	\$2,582	\$3,227	\$3,872	\$4,518	\$4,905	\$5,421	\$5,938
	\$2,245	\$2,806	\$3,367	\$3,929	\$4,265	\$4,714	\$5,163
<b>3 COL X 6"</b>	\$2,213	\$2,766	\$3,319	\$3,872	\$4,204	\$4,647	\$5,089
	\$1,924	\$2,405	\$2,886	\$3,367	\$3,656	\$4,041	\$4,426
<b>2 COL X 8"</b>	\$1,967	\$2,459	\$2,950	\$3,442	\$3,737	\$4,131	\$4,524
	\$1,710	\$2,138	\$2,566	\$2,993	\$3,250	\$3,592	\$3,934
<b>1/8 PAGE</b>	\$1,844	\$2,305	\$2,766	\$3,227	\$3,504	\$3,872	\$4,241
<b>3 COL x 5"</b>	\$1,603	\$2,004	\$2,405	\$2,806	\$3,047	\$3,367	\$3,688
<b>2 COL X 7"</b>	\$1,721	\$2,151	\$2,582	\$3,012	\$3,270	\$3,614	\$3,958
	\$1,497	\$1,871	\$2,245	\$2,619	\$2,844	\$3,143	\$3,442
<b>2 COL X 6"</b>	\$1,475	\$1,844	\$2,213	\$2,582	\$2,803	\$3,098	\$3,393
	\$1,283	\$1,603	\$1,924	\$2,245	\$2,437	\$2,694	\$2,950
<b>2 COL X 5"</b>	\$1,229	\$1,537	\$1,844	\$2,151	\$2,336	\$2,582	\$2,827
	\$1,069	\$1,336	\$1,603	\$1,871	\$2,031	\$2,245	\$2,459
<b>2 COL X 4" (*)</b>	\$983	\$1,229	\$1,475	\$1,721	\$1,869	\$2,065	\$2,262
	\$855	\$1,069	\$1,283	\$1,497	\$1,625	\$1,796	\$1,967
<b>2 COL X 3.5" (*)</b>	\$861	\$1,076	\$1,291	\$1,506	\$1,635	\$1,807	\$1,979
	\$748	\$935	\$1,122	\$1,310	\$1,422	\$1,571	\$1,721
<b>2 COL X 3" (*)</b>	\$738	\$922	\$1,106	\$1,291	\$1,401	\$1,549	\$1,696
	\$641	\$802	\$962	\$1,122	\$1,219	\$1,347	\$1,475
<b>2 COL X 2.5" (*)</b>	\$615	\$768	\$922	\$1,076	\$1,168	\$1,291	\$1,414
	\$534	\$668	\$802	\$935	\$1,016	\$1,122	\$1,229
<b>2 COL X 2" (*)</b>	\$492	\$615	\$738	\$861	\$934	\$1,033	\$1,131
	\$428	\$534	\$641	\$748	\$812	\$898	\$983

Ad Placement

Ads run in non-Section A placements; Section A placement = +25% add-on to these rates.

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.

Thanksgiving Day newspaper billed at Sunday rates.

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.**

\* One paper only ads are 85% of above rates.

