

**Local (non-commissionable)**

Thursday and Friday

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"     | \$9,220         | \$11,525            | \$13,830            | \$16,135            | \$17,518            | \$19,362           | \$21,206           |
| JR. FULL PAGE      | \$8,017         | \$10,022            | \$12,026            | \$14,030            | \$15,233            | \$16,837           | \$18,440           |
| 5 COL X 18"        | \$8,403         | \$10,504            | \$12,605            | \$14,705            | \$15,966            | \$17,646           | \$19,327           |
| 6 COL X 14"        | \$7,307         | \$9,134             | \$10,960            | \$12,787            | \$13,883            | \$15,345           | \$16,806           |
| 6 COL X 14"        | \$7,843         | \$9,804             | \$11,764            | \$13,725            | \$14,901            | \$16,470           | \$18,039           |
| 6 COL X 14"        | \$6,820         | \$8,525             | \$10,230            | \$11,935            | \$12,958            | \$14,322           | \$15,686           |
| 5 COL X 16"        | \$7,469         | \$9,337             | \$11,204            | \$13,071            | \$14,192            | \$15,686           | \$17,180           |
| 5 COL X 16"        | \$6,495         | \$8,119             | \$9,743             | \$11,366            | \$12,341            | \$13,640           | \$14,939           |
| 4 COL X 19.75"     | \$7,376         | \$9,220             | \$11,064            | \$12,908            | \$14,014            | \$15,490           | \$16,965           |
| 4 COL X 19.75"     | \$6,414         | \$8,017             | \$9,621             | \$11,224            | \$12,186            | \$13,469           | \$14,752           |
| 6 COL X 12"        | \$6,722         | \$8,403             | \$10,084            | \$11,764            | \$12,773            | \$14,117           | \$15,462           |
| 6 COL X 12"        | \$5,846         | \$7,307             | \$8,768             | \$10,230            | \$11,107            | \$12,276           | \$13,445           |
| 5 COL X 14"        | \$6,536         | \$8,170             | \$9,804             | \$11,437            | \$12,418            | \$13,725           | \$15,032           |
| 5 COL X 14"        | \$5,683         | \$7,104             | \$8,525             | \$9,946             | \$10,798            | \$11,935           | \$13,071           |
| 5 COL X 13"        | \$6,069         | \$7,586             | \$9,103             | \$10,621            | \$11,531            | \$12,745           | \$13,958           |
| 5 COL X 13"        | \$5,277         | \$6,597             | \$7,916             | \$9,235             | \$10,027            | \$11,082           | \$12,138           |
| 1/2 PAGE           | \$5,532         | \$6,915             | \$8,298             | \$9,681             | \$10,511            | \$11,617           | \$12,724           |
| (H) 6 COL x 9.875" | \$4,810         | \$6,013             | \$7,216             | \$8,418             | \$9,140             | \$10,102           | \$11,064           |
| (V) 3 COL x 19.75" | \$6,274         | \$7,843             | \$9,411             | \$10,980            | \$11,921            | \$13,176           | \$14,431           |
| 4 COL X 14"        | \$5,456         | \$6,820             | \$8,184             | \$9,548             | \$10,366            | \$11,457           | \$12,549           |
| 4 COL X 12"        | \$5,378         | \$6,722             | \$8,067             | \$9,411             | \$10,218            | \$11,294           | \$12,369           |
| 4 COL X 12"        | \$4,676         | \$5,846             | \$7,015             | \$8,184             | \$8,885             | \$9,821            | \$10,756           |
| 3 COL X 11"        | \$3,697         | \$4,622             | \$5,546             | \$6,470             | \$7,025             | \$7,764            | \$8,504            |
| 3 COL X 11"        | \$3,215         | \$4,019             | \$4,823             | \$5,626             | \$6,109             | \$6,752            | \$7,395            |
| 1/4 PAGE           | \$3,319         | \$4,149             | \$4,979             | \$5,809             | \$6,306             | \$6,970            | \$7,634            |
| 3 COL x 9.75"      | \$2,886         | \$3,608             | \$4,329             | \$5,051             | \$5,484             | \$6,061            | \$6,638            |
| 4 COL X 6"         | \$2,950         | \$3,688             | \$4,426             | \$5,163             | \$5,606             | \$6,196            | \$6,786            |
| 4 COL X 6"         | \$2,566         | \$3,207             | \$3,848             | \$4,490             | \$4,875             | \$5,388            | \$5,901            |
| 3 COL X 7"         | \$2,582         | \$3,227             | \$3,872             | \$4,518             | \$4,905             | \$5,421            | \$5,938            |
| 3 COL X 7"         | \$2,245         | \$2,806             | \$3,367             | \$3,929             | \$4,265             | \$4,714            | \$5,163            |
| 3 COL X 6"         | \$2,213         | \$2,766             | \$3,319             | \$3,872             | \$4,204             | \$4,647            | \$5,089            |
| 3 COL X 6"         | \$1,924         | \$2,405             | \$2,886             | \$3,367             | \$3,656             | \$4,041            | \$4,426            |
| 2 COL X 8"         | \$1,967         | \$2,459             | \$2,950             | \$3,442             | \$3,737             | \$4,131            | \$4,524            |
| 2 COL X 8"         | \$1,710         | \$2,138             | \$2,566             | \$2,993             | \$3,250             | \$3,592            | \$3,934            |
| 1/8 PAGE           | \$1,844         | \$2,305             | \$2,766             | \$3,227             | \$3,504             | \$3,872            | \$4,241            |
| 3 COL x 5"         | \$1,603         | \$2,004             | \$2,405             | \$2,806             | \$3,047             | \$3,367            | \$3,688            |
| 2 COL X 7"         | \$1,721         | \$2,151             | \$2,582             | \$3,012             | \$3,270             | \$3,614            | \$3,958            |
| 2 COL X 7"         | \$1,497         | \$1,871             | \$2,245             | \$2,619             | \$2,844             | \$3,143            | \$3,442            |
| 2 COL X 6"         | \$1,475         | \$1,844             | \$2,213             | \$2,582             | \$2,803             | \$3,098            | \$3,393            |
| 2 COL X 6"         | \$1,283         | \$1,603             | \$1,924             | \$2,245             | \$2,437             | \$2,694            | \$2,950            |
| 2 COL X 5"         | \$1,229         | \$1,537             | \$1,844             | \$2,151             | \$2,336             | \$2,582            | \$2,827            |
| 2 COL X 5"         | \$1,069         | \$1,336             | \$1,603             | \$1,871             | \$2,031             | \$2,245            | \$2,459            |
| 2 COL X 4" (*)     | \$983           | \$1,229             | \$1,475             | \$1,721             | \$1,869             | \$2,065            | \$2,262            |
| 2 COL X 4" (*)     | \$855           | \$1,069             | \$1,283             | \$1,497             | \$1,625             | \$1,796            | \$1,967            |
| 2 COL X 3.5" (*)   | \$861           | \$1,076             | \$1,291             | \$1,506             | \$1,635             | \$1,807            | \$1,979            |
| 2 COL X 3.5" (*)   | \$748           | \$935               | \$1,122             | \$1,310             | \$1,422             | \$1,571            | \$1,721            |
| 2 COL X 3" (*)     | \$738           | \$922               | \$1,106             | \$1,291             | \$1,401             | \$1,549            | \$1,696            |
| 2 COL X 3" (*)     | \$641           | \$802               | \$962               | \$1,122             | \$1,219             | \$1,347            | \$1,475            |
| 2 COL X 2.5" (*)   | \$615           | \$768               | \$922               | \$1,076             | \$1,168             | \$1,291            | \$1,414            |
| 2 COL X 2.5" (*)   | \$534           | \$668               | \$802               | \$935               | \$1,016             | \$1,122            | \$1,229            |
| 2 COL X 2" (*)     | \$492           | \$615               | \$738               | \$861               | \$934               | \$1,033            | \$1,131            |
| 2 COL X 2" (*)     | \$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.

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

