

**National: Automotive - Gross**  
**(Commissionable at 15%)**

Sunday (Page 1 of 2)

	COLOR
	B&W

**Detroit Free Press**  
**The Detroit News**

	ANNUAL SPENDING				
	\$1,500,000+	\$1,250,000 -\$1,499,999	\$1,000,000 -\$1,249,999	\$750,000 -\$999,999	\$500,000 -\$749,999
PAGE	\$25,385	\$26,036	\$26,687	\$27,338	\$27,989
6 COL x 19.75"	\$22,074	\$22,640	\$23,206	\$23,772	\$24,338
JR. FULL PAGE	\$23,136	\$23,729	\$24,322	\$24,915	\$25,509
5 COL X 18"	\$20,118	\$20,634	\$21,150	\$21,666	\$22,181
6 COL X 14"	\$21,593	\$22,147	\$22,701	\$23,254	\$23,808
	\$18,777	\$19,258	\$19,740	\$20,221	\$20,703
5 COL X 16"	\$20,565	\$21,092	\$21,620	\$22,147	\$22,674
	\$17,883	\$18,341	\$18,800	\$19,258	\$19,717
4 COL X 19.75"	\$20,308	\$20,829	\$21,350	\$21,870	\$22,391
	\$17,659	\$18,112	\$18,565	\$19,018	\$19,470
6 COL X 12"	\$18,509	\$18,983	\$19,458	\$19,932	\$20,407
	\$16,094	\$16,507	\$16,920	\$17,332	\$17,745
5 COL X 14"	\$17,995	\$18,456	\$18,917	\$19,379	\$19,840
	\$15,647	\$16,049	\$16,450	\$16,851	\$17,252
5 COL X 13"	\$16,709	\$17,138	\$17,566	\$17,995	\$18,423
	\$14,530	\$14,902	\$15,275	\$15,647	\$16,020
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$15,231	\$15,622	\$16,012	\$16,403	\$16,793
	\$13,244	\$13,584	\$13,924	\$14,263	\$14,603
4 COL X 14"	\$17,275	\$17,718	\$18,161	\$18,604	\$19,046
	\$15,021	\$15,407	\$15,792	\$16,177	\$16,562
4 COL X 12"	\$14,807	\$15,187	\$15,566	\$15,946	\$16,326
	\$12,876	\$13,206	\$13,536	\$13,866	\$14,196
3 COL X 11"	\$10,180	\$10,441	\$10,702	\$10,963	\$11,224
	\$8,852	\$9,079	\$9,306	\$9,533	\$9,760
1/4 PAGE 3 COL x 5"	\$9,139	\$9,373	\$9,607	\$9,842	\$10,076
	\$7,947	\$8,150	\$8,354	\$8,558	\$8,762
4 COL X 6"	\$8,123	\$8,332	\$8,540	\$8,748	\$8,956
	\$7,064	\$7,245	\$7,426	\$7,607	\$7,788
3 COL X 7"	\$7,108	\$7,290	\$7,472	\$7,655	\$7,837
	\$6,181	\$6,339	\$6,498	\$6,656	\$6,815
3 COL X 6"	\$6,092	\$6,249	\$6,405	\$6,561	\$6,717
	\$5,298	\$5,434	\$5,569	\$5,705	\$5,841
2 COL X 8"	\$5,415	\$5,554	\$5,693	\$5,832	\$5,971
	\$4,709	\$4,830	\$4,951	\$5,071	\$5,192
1/8 PAGE 3 COL x 5"	\$5,077	\$5,207	\$5,337	\$5,468	\$5,598
	\$4,415	\$4,528	\$4,641	\$4,754	\$4,868
2 COL X 7"	\$4,739	\$4,860	\$4,982	\$5,103	\$5,225
	\$4,120	\$4,226	\$4,332	\$4,437	\$4,543
2 COL X 6"	\$4,062	\$4,166	\$4,270	\$4,374	\$4,478
	\$3,532	\$3,622	\$3,713	\$3,804	\$3,894
2 COL X 5"	\$3,385	\$3,471	\$3,558	\$3,645	\$3,732
	\$2,943	\$3,019	\$3,094	\$3,170	\$3,245
2 COL X 4" (*)	\$2,708	\$2,777	\$2,847	\$2,916	\$2,985
	\$2,355	\$2,415	\$2,475	\$2,536	\$2,596
2 COL X 3.5" (*)	\$2,369	\$2,430	\$2,491	\$2,552	\$2,612
	\$2,060	\$2,113	\$2,166	\$2,219	\$2,272
2 COL X 3" (*)	\$2,031	\$2,083	\$2,135	\$2,187	\$2,239
	\$1,766	\$1,811	\$1,856	\$1,902	\$1,947
2 COL X 2.5" (*)	\$1,692	\$1,736	\$1,779	\$1,823	\$1,866
	\$1,472	\$1,509	\$1,547	\$1,585	\$1,623
2 COL X 2" (*)	\$1,354	\$1,389	\$1,423	\$1,458	\$1,493
	\$1,177	\$1,207	\$1,238	\$1,268	\$1,298

Ad Placement

Ads guaranteed placement in Section A.

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



	COLOR
	B&W

**Detroit Free Press**  
**The Detroit News**

PAGE	ANNUAL SPENDING				
	\$300,000 -\$499,999	\$200,000 -\$299,999	\$150,000 -\$199,999	\$100,000 -\$149,999	Less than -\$100,000
6 COL x 19.75"	\$28,640	\$29,291	\$29,941	\$30,592	\$31,243
JR. FULL PAGE	\$24,904	\$25,470	\$26,036	\$26,602	\$27,168
5 COL X 18"	\$26,102	\$26,695	\$27,288	\$27,882	\$28,475
6 COL X 14"	\$22,697	\$23,213	\$23,729	\$24,245	\$24,761
5 COL X 16"	\$24,362	\$24,915	\$25,469	\$26,023	\$26,576
4 COL X 19.75"	\$21,184	\$21,666	\$22,147	\$22,629	\$23,110
6 COL X 12"	\$23,202	\$23,729	\$24,256	\$24,784	\$25,311
5 COL X 14"	\$20,175	\$20,634	\$21,092	\$21,551	\$22,010
4 COL X 19.75"	\$22,912	\$23,432	\$23,953	\$24,474	\$24,995
6 COL X 12"	\$19,923	\$20,376	\$20,829	\$21,282	\$21,734
5 COL X 14"	\$20,882	\$21,356	\$21,831	\$22,305	\$22,780
5 COL X 13"	\$18,158	\$18,571	\$18,983	\$19,396	\$19,809
1/2 PAGE	\$20,301	\$20,763	\$21,224	\$21,686	\$22,147
(H) 6 COL x 9.875"	\$17,653	\$18,055	\$18,456	\$18,857	\$19,258
(V) 3 COL x 19.75"	\$18,851	\$19,280	\$19,708	\$20,137	\$20,565
4 COL X 14"	\$16,393	\$16,765	\$17,138	\$17,510	\$17,883
4 COL X 12"	\$17,184	\$17,574	\$17,965	\$18,355	\$18,746
3 COL X 11"	\$19,489	\$19,932	\$20,375	\$20,818	\$21,261
1/4 PAGE	\$16,947	\$17,332	\$17,718	\$18,103	\$18,488
3 COL x 9.75"	\$16,705	\$17,085	\$17,465	\$17,844	\$18,224
4 COL X 6"	\$14,526	\$14,856	\$15,187	\$15,517	\$15,847
3 COL X 7"	\$11,485	\$11,746	\$12,007	\$12,268	\$12,529
4 COL X 6"	\$9,987	\$10,214	\$10,441	\$10,668	\$10,895
3 COL X 6"	\$10,310	\$10,545	\$10,779	\$11,013	\$11,248
2 COL X 8"	\$8,965	\$9,169	\$9,373	\$9,577	\$9,780
3 COL X 7"	\$9,165	\$9,373	\$9,581	\$9,790	\$9,998
3 COL X 6"	\$7,969	\$8,150	\$8,332	\$8,513	\$8,694
2 COL X 8"	\$8,019	\$8,201	\$8,384	\$8,566	\$8,748
1/8 PAGE	\$6,973	\$7,132	\$7,290	\$7,449	\$7,607
3 COL x 5"	\$6,874	\$7,030	\$7,186	\$7,342	\$7,498
2 COL X 7"	\$5,977	\$6,113	\$6,249	\$6,384	\$6,520
2 COL X 6"	\$6,110	\$6,249	\$6,387	\$6,526	\$6,665
2 COL X 5"	\$5,313	\$5,434	\$5,554	\$5,675	\$5,796
2 COL X 4" (*)	\$5,728	\$5,858	\$5,988	\$6,118	\$6,249
2 COL X 3.5" (*)	\$4,981	\$5,094	\$5,207	\$5,320	\$5,434
2 COL X 3" (*)	\$5,346	\$5,468	\$5,589	\$5,711	\$5,832
2 COL X 2.5" (*)	\$4,649	\$4,754	\$4,860	\$4,966	\$5,071
2 COL X 2" (*)	\$4,582	\$4,686	\$4,791	\$4,895	\$4,999
2 COL X 1.5" (*)	\$3,985	\$4,075	\$4,166	\$4,256	\$4,347
2 COL X 1" (*)	\$3,819	\$3,905	\$3,992	\$4,079	\$4,166
2 COL X 0.75" (*)	\$3,321	\$3,396	\$3,471	\$3,547	\$3,622
2 COL X 0.5" (*)	\$3,055	\$3,124	\$3,194	\$3,263	\$3,333
2 COL X 0.25" (*)	\$2,656	\$2,717	\$2,777	\$2,838	\$2,898
2 COL X 0.125" (*)	\$2,673	\$2,734	\$2,795	\$2,855	\$2,916
2 COL X 0.0625" (*)	\$2,324	\$2,377	\$2,430	\$2,483	\$2,536
2 COL X 0.03125" (*)	\$2,291	\$2,343	\$2,395	\$2,447	\$2,499
2 COL X 0.015625" (*)	\$1,992	\$2,038	\$2,083	\$2,128	\$2,173
2 COL X 0.0078125" (*)	\$1,909	\$1,953	\$1,996	\$2,039	\$2,083
2 COL X 0.00390625" (*)	\$1,660	\$1,698	\$1,736	\$1,773	\$1,811
2 COL X 0.001953125" (*)	\$1,527	\$1,562	\$1,597	\$1,632	\$1,666
2 COL X 0.0009765625" (*)	\$1,328	\$1,358	\$1,389	\$1,419	\$1,449

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