



	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	\$20,676	\$21,206	\$21,736	\$22,266	\$22,796
6 COL x 19.75"	\$17,979	\$18,440	\$18,901	\$19,362	\$19,823
JR. FULL PAGE	\$18,844	\$19,327	\$19,810	\$20,293	\$20,777
5 COL X 18"	\$16,386	\$16,806	\$17,226	\$17,646	\$18,067
6 COL X 14"	\$17,588	\$18,039	\$18,489	\$18,940	\$19,391
	\$15,294	\$15,686	\$16,078	\$16,470	\$16,862
5 COL X 16"	\$16,750	\$17,180	\$17,609	\$18,039	\$18,468
	\$14,565	\$14,939	\$15,312	\$15,686	\$16,059
4 COL X 19.75"	\$16,541	\$16,965	\$17,389	\$17,813	\$18,237
	\$14,383	\$14,752	\$15,121	\$15,490	\$15,858
6 COL X 12"	\$15,075	\$15,462	\$15,848	\$16,235	\$16,621
	\$13,109	\$13,445	\$13,781	\$14,117	\$14,453
5 COL X 14"	\$14,656	\$15,032	\$15,408	\$15,784	\$16,160
	\$12,745	\$13,071	\$13,398	\$13,725	\$14,052
5 COL X 13"	\$13,609	\$13,958	\$14,307	\$14,656	\$15,005
	\$11,834	\$12,138	\$12,441	\$12,745	\$13,048
1/2 PAGE	\$12,406	\$12,724	\$13,042	\$13,360	\$13,678
(H) 6 COL x 9.875"	\$10,787	\$11,064	\$11,341	\$11,617	\$11,894
(V) 3 COL x 19.75"					
4 COL X 14"	\$14,070	\$14,431	\$14,792	\$15,152	\$15,513
	\$12,235	\$12,549	\$12,862	\$13,176	\$13,490
4 COL X 12"	\$12,060	\$12,369	\$12,679	\$12,988	\$13,297
	\$10,487	\$10,756	\$11,025	\$11,294	\$11,563
3 COL X 11"	\$8,291	\$8,504	\$8,716	\$8,929	\$9,142
	\$7,210	\$7,395	\$7,580	\$7,764	\$7,949
1/4 PAGE	\$7,443	\$7,634	\$7,825	\$8,016	\$8,207
3 COL x 9.75"	\$6,472	\$6,638	\$6,804	\$6,970	\$7,136
4 COL X 6"	\$6,616	\$6,786	\$6,956	\$7,125	\$7,295
	\$5,753	\$5,901	\$6,048	\$6,196	\$6,343
3 COL X 7"	\$5,789	\$5,938	\$6,086	\$6,235	\$6,383
	\$5,034	\$5,163	\$5,292	\$5,421	\$5,550
3 COL X 6"	\$4,962	\$5,089	\$5,217	\$5,344	\$5,471
	\$4,315	\$4,426	\$4,536	\$4,647	\$4,758
2 COL X 8"	\$4,411	\$4,524	\$4,637	\$4,750	\$4,863
	\$3,836	\$3,934	\$4,032	\$4,131	\$4,229
1/8 PAGE	\$4,135	\$4,241	\$4,347	\$4,453	\$4,559
	\$3,596	\$3,688	\$3,780	\$3,872	\$3,965
2 COL X 7"	\$3,859	\$3,958	\$4,057	\$4,156	\$4,255
	\$3,356	\$3,442	\$3,528	\$3,614	\$3,700
2 COL X 6"	\$3,308	\$3,393	\$3,478	\$3,563	\$3,647
	\$2,877	\$2,950	\$3,024	\$3,098	\$3,172
2 COL X 5"	\$2,757	\$2,827	\$2,898	\$2,969	\$3,040
	\$2,397	\$2,459	\$2,520	\$2,582	\$2,643
2 COL X 4" (*)	\$2,205	\$2,262	\$2,319	\$2,375	\$2,432
	\$1,918	\$1,967	\$2,016	\$2,065	\$2,114
2 COL X 3.5" (*)	\$1,930	\$1,979	\$2,029	\$2,078	\$2,128
	\$1,678	\$1,721	\$1,764	\$1,807	\$1,850
2 COL X 3" (*)	\$1,654	\$1,696	\$1,739	\$1,781	\$1,824
	\$1,438	\$1,475	\$1,512	\$1,549	\$1,586
2 COL X 2.5" (*)	\$1,378	\$1,414	\$1,449	\$1,484	\$1,520
	\$1,199	\$1,229	\$1,260	\$1,291	\$1,322
2 COL X 2" (*)	\$1,103	\$1,131	\$1,159	\$1,188	\$1,216
	\$959	\$983	\$1,008	\$1,033	\$1,057

**Detroit Free Press
 The Detroit News**

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

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	\$300,000 -\$499,999	\$200,000 -\$299,999	\$150,000 -\$199,999	\$100,000 -\$149,999	Less than -\$100,000
PAGE	\$23,327	\$23,857	\$24,387	\$24,917	\$25,447
6 COL x 19.75"	\$20,284	\$20,745	\$21,206	\$21,667	\$22,128
JR. FULL PAGE	\$21,260	\$21,743	\$22,226	\$22,709	\$23,192
5 COL X 18"	\$18,487	\$18,907	\$19,327	\$19,747	\$20,167
6 COL X 14"	\$19,842	\$20,293	\$20,744	\$21,195	\$21,646
	\$17,254	\$17,646	\$18,039	\$18,431	\$18,823
5 COL X 16"	\$18,897	\$19,327	\$19,756	\$20,186	\$20,615
	\$16,433	\$16,806	\$17,180	\$17,553	\$17,926
4 COL X 19.75"	\$18,661	\$19,085	\$19,510	\$19,934	\$20,358
	\$16,227	\$16,596	\$16,965	\$17,334	\$17,702
6 COL X 12"	\$17,008	\$17,394	\$17,781	\$18,167	\$18,554
	\$14,789	\$15,125	\$15,462	\$15,798	\$16,134
5 COL X 14"	\$16,535	\$16,911	\$17,287	\$17,663	\$18,039
	\$14,379	\$14,705	\$15,032	\$15,359	\$15,686
5 COL X 13"	\$15,354	\$15,703	\$16,052	\$16,401	\$16,750
	\$13,351	\$13,655	\$13,958	\$14,262	\$14,565
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$13,996	\$14,314	\$14,632	\$14,950	\$15,268
	\$12,170	\$12,447	\$12,724	\$13,000	\$13,277
4 COL X 14"	\$15,874	\$16,235	\$16,595	\$16,956	\$17,317
	\$13,803	\$14,117	\$14,431	\$14,745	\$15,058
4 COL X 12"	\$13,606	\$13,915	\$14,225	\$14,534	\$14,843
	\$11,831	\$12,100	\$12,369	\$12,638	\$12,907
3 COL X 11"	\$9,354	\$9,567	\$9,779	\$9,992	\$10,205
	\$8,134	\$8,319	\$8,504	\$8,689	\$8,874
1/4 PAGE 3 COL x 5"	\$8,398	\$8,588	\$8,779	\$8,970	\$9,161
	\$7,302	\$7,468	\$7,634	\$7,800	\$7,966
4 COL X 6"	\$7,465	\$7,634	\$7,804	\$7,973	\$8,143
	\$6,491	\$6,638	\$6,786	\$6,933	\$7,081
3 COL X 7"	\$6,531	\$6,680	\$6,828	\$6,977	\$7,125
	\$5,680	\$5,809	\$5,938	\$6,067	\$6,196
3 COL X 6"	\$5,598	\$5,726	\$5,853	\$5,980	\$6,107
	\$4,868	\$4,979	\$5,089	\$5,200	\$5,311
2 COL X 8"	\$4,976	\$5,089	\$5,203	\$5,316	\$5,429
	\$4,327	\$4,426	\$4,524	\$4,622	\$4,721
1/8 PAGE 3 COL x 5"	\$4,665	\$4,771	\$4,877	\$4,983	\$5,089
	\$4,057	\$4,149	\$4,241	\$4,333	\$4,426
2 COL X 7"	\$4,354	\$4,453	\$4,552	\$4,651	\$4,750
	\$3,786	\$3,872	\$3,958	\$4,045	\$4,131
2 COL X 6"	\$3,732	\$3,817	\$3,902	\$3,987	\$4,072
	\$3,245	\$3,319	\$3,393	\$3,467	\$3,540
2 COL X 5"	\$3,110	\$3,181	\$3,252	\$3,322	\$3,393
	\$2,705	\$2,766	\$2,827	\$2,889	\$2,950
2 COL X 4" (*)	\$2,488	\$2,545	\$2,601	\$2,658	\$2,714
	\$2,164	\$2,213	\$2,262	\$2,311	\$2,360
2 COL X 3.5"(*)	\$2,177	\$2,227	\$2,276	\$2,326	\$2,375
	\$1,893	\$1,936	\$1,979	\$2,022	\$2,065
2 COL X 3" (*)	\$1,866	\$1,909	\$1,951	\$1,993	\$2,036
	\$1,623	\$1,660	\$1,696	\$1,733	\$1,770
2 COL X 2.5" (*)	\$1,555	\$1,590	\$1,626	\$1,661	\$1,696
	\$1,352	\$1,383	\$1,414	\$1,444	\$1,475
2 COL X 2" (*)	\$1,244	\$1,272	\$1,301	\$1,329	\$1,357
	\$1,082	\$1,106	\$1,131	\$1,156	\$1,180

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