

National: Express Edition - Gross
(Commissionable at 15%)

Applies to Monday, Tuesday, Wednesday and Saturday

	COLOR
	B&W

Detroit Free Press
The Detroit News

	ANNUAL SPENDING				
	\$1,000,000+	\$500,000 -\$999,999	\$250,000 -\$499,999	\$100,000 -\$249,999	Less than -\$100,000
PAGE	\$6,440	\$7,084	\$7,728	\$8,372	\$8,855
6 COL x 19.75"	\$5,600	\$6,160	\$6,720	\$7,280	\$7,700
JR. FULL PAGE	\$5,869	\$6,456	\$7,043	\$7,630	\$8,070
5 COL X 18"	\$5,104	\$5,614	\$6,125	\$6,635	\$7,018
6 COL X 14"	\$5,478	\$6,026	\$6,574	\$7,121	\$7,532
	\$4,764	\$5,240	\$5,716	\$6,193	\$6,550
5 COL X 16"	\$5,217	\$5,739	\$6,261	\$6,782	\$7,174
	\$4,537	\$4,990	\$5,444	\$5,898	\$6,238
4 COL X 19.75"	\$5,152	\$5,667	\$6,182	\$6,698	\$7,084
	\$4,480	\$4,928	\$5,376	\$5,824	\$6,160
6 COL X 12"	\$4,695	\$5,165	\$5,635	\$6,104	\$6,456
	\$4,083	\$4,491	\$4,900	\$5,308	\$5,614
5 COL X 14"	\$4,565	\$5,022	\$5,478	\$5,935	\$6,277
	\$3,970	\$4,367	\$4,764	\$5,161	\$5,458
5 COL X 13"	\$4,239	\$4,663	\$5,087	\$5,511	\$5,829
	\$3,686	\$4,055	\$4,423	\$4,792	\$5,068
1/2 PAGE	\$3,864	\$4,250	\$4,637	\$5,023	\$5,313
(H) 6 COL x 9.875"	\$3,360	\$3,696	\$4,032	\$4,368	\$4,620
(V) 3 COL x 19.75"	\$4,382	\$4,821	\$5,259	\$5,697	\$6,026
4 COL X 14"	\$3,811	\$4,192	\$4,573	\$4,954	\$5,240
	\$3,756	\$4,132	\$4,508	\$4,883	\$5,165
4 COL X 12"	\$3,266	\$3,593	\$3,920	\$4,246	\$4,491
	\$2,583	\$2,841	\$3,099	\$3,357	\$3,551
3 COL X 11"	\$2,246	\$2,470	\$2,695	\$2,919	\$3,088
	\$2,318	\$2,550	\$2,782	\$3,014	\$3,188
1/4 PAGE	\$2,016	\$2,218	\$2,419	\$2,621	\$2,772
3 COL x 9.75"	\$2,061	\$2,267	\$2,473	\$2,679	\$2,834
4 COL X 6"	\$1,792	\$1,971	\$2,150	\$2,330	\$2,464
	\$1,803	\$1,984	\$2,164	\$2,344	\$2,479
3 COL X 7"	\$1,568	\$1,725	\$1,882	\$2,038	\$2,156
	\$1,546	\$1,700	\$1,855	\$2,009	\$2,125
3 COL X 6"	\$1,344	\$1,478	\$1,613	\$1,747	\$1,848
	\$1,374	\$1,511	\$1,649	\$1,786	\$1,889
2 COL X 8"	\$1,195	\$1,314	\$1,434	\$1,553	\$1,643
	\$1,288	\$1,417	\$1,546	\$1,674	\$1,771
1/8 PAGE	\$1,120	\$1,232	\$1,344	\$1,456	\$1,540
3 COL x 5"	\$1,202	\$1,322	\$1,443	\$1,563	\$1,653
2 COL X 7"	\$1,045	\$1,150	\$1,254	\$1,359	\$1,437
	\$1,030	\$1,133	\$1,236	\$1,340	\$1,417
2 COL X 6"	\$896	\$986	\$1,075	\$1,165	\$1,232
	\$859	\$945	\$1,030	\$1,116	\$1,181
2 COL X 5"	\$747	\$821	\$896	\$971	\$1,027
	\$687	\$756	\$824	\$893	\$945
2 COL X 4" (*)	\$597	\$657	\$717	\$777	\$821
	\$601	\$661	\$721	\$781	\$826
2 COL X 3.5"(*)	\$523	\$575	\$627	\$679	\$719
	\$515	\$567	\$618	\$670	\$708
2 COL X 3" (*)	\$448	\$493	\$538	\$582	\$616
	\$429	\$472	\$515	\$558	\$590
2 COL X 2.5" (*)	\$373	\$411	\$448	\$485	\$513
	\$343	\$378	\$412	\$447	\$472
2 COL X 2" (*)	\$299	\$329	\$358	\$388	\$411

National Express Rates apply to the following categories of business: national automotive, travel, banking, telecommunications, broadcast, utilities and all other national categories.

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.

