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Detroit Free Press
A GANNETT COMPANY

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 9.75" | \$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 |
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| 2 COL X 2" (*) | \$299 | \$329 | \$358 | \$388 | \$411 |

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