

National General - Gross  
(Commissionable at 15%)

Sunday

	COLOR
	B&W

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

	ANNUAL SPENDING						
	\$1,500,000 \$1,999,999	\$1,000,000 -\$1,499,999	\$750,000 -\$999,999	\$500,000 -\$749,999	\$300,000 -\$499,999	\$200,000 -\$299,999	Less than \$200,000
PAGE	\$53,271	\$55,934	\$57,266	\$58,598	\$59,929	\$61,261	\$63,259
6 COL x 19.75"	\$46,322	\$48,638	\$49,796	\$50,954	\$52,113	\$53,271	\$55,008
JR. FULL PAGE	\$48,550	\$50,978	\$52,192	\$53,405	\$54,619	\$55,833	\$57,654
5 COL X 18"	\$42,218	\$44,329	\$45,384	\$46,440	\$47,495	\$48,550	\$50,134
6 COL X 14"	\$45,314	\$47,579	\$48,712	\$49,845	\$50,978	\$52,111	\$53,810
	\$39,403	\$41,373	\$42,358	\$43,344	\$44,329	\$45,314	\$46,791
5 COL X 16"	\$43,156	\$45,314	\$46,393	\$47,472	\$48,550	\$49,629	\$51,248
	\$37,527	\$39,403	\$40,341	\$41,280	\$42,218	\$43,156	\$44,563
4 COL X 19.75"	\$42,616	\$44,747	\$45,813	\$46,878	\$47,944	\$49,009	\$50,607
	\$37,058	\$38,911	\$39,837	\$40,764	\$41,690	\$42,616	\$44,006
6 COL X 12"	\$38,840	\$40,782	\$41,753	\$42,724	\$43,695	\$44,666	\$46,123
	\$33,774	\$35,463	\$36,307	\$37,152	\$37,996	\$38,840	\$40,107
5 COL X 14"	\$37,761	\$39,650	\$40,594	\$41,538	\$42,482	\$43,426	\$44,842
	\$32,836	\$34,478	\$35,299	\$36,120	\$36,941	\$37,761	\$38,993
5 COL X 13"	\$35,064	\$36,817	\$37,694	\$38,571	\$39,447	\$40,324	\$41,639
	\$30,491	\$32,015	\$32,777	\$33,540	\$34,302	\$35,064	\$36,208
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$31,962	\$33,560	\$34,360	\$35,159	\$35,958	\$36,757	\$37,955
	\$27,793	\$29,183	\$29,878	\$30,573	\$31,268	\$31,962	\$33,005
4 COL X 14"	\$36,251	\$38,064	\$38,970	\$39,876	\$40,782	\$41,689	\$43,048
	\$31,523	\$33,099	\$33,887	\$34,675	\$35,463	\$36,251	\$37,433
4 COL X 12"	\$31,072	\$32,626	\$33,403	\$34,179	\$34,956	\$35,733	\$36,898
	\$27,019	\$28,370	\$29,046	\$29,721	\$30,397	\$31,072	\$32,085
3 COL X 11"	\$21,362	\$22,430	\$22,964	\$23,498	\$24,032	\$24,567	\$25,368
	\$18,576	\$19,505	\$19,969	\$20,433	\$20,898	\$21,362	\$22,059
1/4 PAGE 3 COL x 9.75"	\$19,177	\$20,136	\$20,616	\$21,095	\$21,575	\$22,054	\$22,773
	\$16,676	\$17,510	\$17,927	\$18,344	\$18,761	\$19,177	\$19,803
4 COL X 6"	\$17,047	\$17,899	\$18,325	\$18,751	\$19,177	\$19,604	\$20,243
	\$14,823	\$15,564	\$15,935	\$16,305	\$16,676	\$17,047	\$17,602
3 COL X 7"	\$14,916	\$15,662	\$16,034	\$16,407	\$16,780	\$17,153	\$17,712
	\$12,970	\$13,619	\$13,943	\$14,267	\$14,592	\$14,916	\$15,402
3 COL X 6"	\$12,785	\$13,424	\$13,744	\$14,063	\$14,383	\$14,703	\$15,182
	\$11,117	\$11,673	\$11,951	\$12,229	\$12,507	\$12,785	\$13,202
2 COL X 8"	\$11,364	\$11,933	\$12,217	\$12,501	\$12,785	\$13,069	\$13,495
	\$9,882	\$10,376	\$10,623	\$10,870	\$11,117	\$11,364	\$11,735
1/8 PAGE 3 COL x 5"	\$10,654	\$11,187	\$11,453	\$11,720	\$11,986	\$12,252	\$12,652
	\$9,264	\$9,728	\$9,959	\$10,191	\$10,423	\$10,654	\$11,002
2 COL X 7"	\$9,944	\$10,441	\$10,690	\$10,938	\$11,187	\$11,435	\$11,808
	\$8,647	\$9,079	\$9,295	\$9,512	\$9,728	\$9,944	\$10,268
2 COL X 6"	\$8,523	\$8,949	\$9,163	\$9,376	\$9,589	\$9,802	\$10,121
	\$7,412	\$7,782	\$7,967	\$8,153	\$8,338	\$8,523	\$8,801
2 COL X 5"	\$7,103	\$7,458	\$7,635	\$7,813	\$7,991	\$8,168	\$8,435
	\$6,176	\$6,485	\$6,640	\$6,794	\$6,948	\$7,103	\$7,334
2 COL X 4" (*)	\$5,682	\$5,966	\$6,108	\$6,250	\$6,392	\$6,535	\$6,748
	\$4,941	\$5,188	\$5,312	\$5,435	\$5,559	\$5,682	\$5,867
2 COL X 3.5"(*)	\$4,972	\$5,221	\$5,345	\$5,469	\$5,593	\$5,718	\$5,904
	\$4,323	\$4,540	\$4,648	\$4,756	\$4,864	\$4,972	\$5,134
2 COL X 3" (*)	\$4,262	\$4,475	\$4,581	\$4,688	\$4,794	\$4,901	\$5,061
	\$3,706	\$3,891	\$3,984	\$4,076	\$4,169	\$4,262	\$4,401
2 COL X 2.5" (*)	\$3,551	\$3,729	\$3,818	\$3,907	\$3,995	\$4,084	\$4,217
	\$3,088	\$3,243	\$3,320	\$3,397	\$3,474	\$3,551	\$3,667
2 COL X 2" (*)	\$2,841	\$2,983	\$3,054	\$3,125	\$3,196	\$3,267	\$3,374
	\$2,471	\$2,594	\$2,656	\$2,718	\$2,779	\$2,841	\$2,934

For contract commitments of \$2 million dollars or greater, please contact your account executive for rates.

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

