

National General - Gross
(Commissionable at 15%)

Sunday

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| | COLOR |
| | B&W |

Detroit Free Press
A GANNETT COMPANY

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 | \$31,962 | \$33,560 | \$34,360 | \$35,159 | \$35,958 | \$36,757 | \$37,955 |
| (H) 6 COL x 9.75" | \$27,793 | \$29,183 | \$29,878 | \$30,573 | \$31,268 | \$31,962 | \$33,005 |
| (V) 3 COL x 19.75" | | | | | | | |
| 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 | \$19,177 | \$20,136 | \$20,616 | \$21,095 | \$21,575 | \$22,054 | \$22,773 |
| 3 COL x 9.75" | \$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 | \$10,654 | \$11,187 | \$11,453 | \$11,720 | \$11,986 | \$12,252 | \$12,652 |
| 3 COL x 5" | \$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 |

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