

National General - Gross
(Commissionable at 15%)
Thursday and Friday



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	\$43,388	\$45,558	\$46,642	\$47,727	\$48,812	\$49,896	\$51,524
6 COL x 19.75"	\$37,729	\$39,615	\$40,559	\$41,502	\$42,445	\$43,388	\$44,803
JR. FULL PAGE	\$39,544	\$41,521	\$42,509	\$43,498	\$44,487	\$45,475	\$46,958
5 COL X 18"	\$34,386	\$36,105	\$36,965	\$37,824	\$38,684	\$39,544	\$40,833
6 COL X 14"	\$36,907	\$38,753	\$39,676	\$40,598	\$41,521	\$42,444	\$43,828
	\$32,093	\$33,698	\$34,500	\$35,303	\$36,105	\$36,907	\$38,111
5 COL X 16"	\$35,150	\$36,907	\$37,786	\$38,665	\$39,544	\$40,422	\$41,741
	\$30,565	\$32,093	\$32,858	\$33,622	\$34,386	\$35,150	\$36,296
4 COL X 19.75"	\$34,711	\$36,446	\$37,314	\$38,182	\$39,049	\$39,917	\$41,219
	\$30,183	\$31,692	\$32,447	\$33,201	\$33,956	\$34,711	\$35,842
6 COL X 12"	\$31,635	\$33,217	\$34,008	\$34,798	\$35,589	\$36,380	\$37,567
	\$27,509	\$28,884	\$29,572	\$30,260	\$30,947	\$31,635	\$32,667
5 COL X 14"	\$30,756	\$32,294	\$33,063	\$33,832	\$34,601	\$35,370	\$36,523
	\$26,745	\$28,082	\$28,750	\$29,419	\$30,088	\$30,756	\$31,759
5 COL X 13"	\$28,559	\$29,987	\$30,701	\$31,415	\$32,129	\$32,843	\$33,914
	\$24,834	\$26,076	\$26,697	\$27,318	\$27,938	\$28,559	\$29,491
1/2 PAGE	\$26,033	\$27,335	\$27,985	\$28,636	\$29,287	\$29,938	\$30,914
(H) 6 COL x 9.875"	\$22,637	\$23,769	\$24,335	\$24,901	\$25,467	\$26,033	\$26,882
(V) 3 COL x 19.75"	\$29,526	\$31,002	\$31,740	\$32,479	\$33,217	\$33,955	\$35,062
4 COL X 14"	\$25,675	\$26,958	\$27,600	\$28,242	\$28,884	\$29,526	\$30,489
4 COL X 12"	\$25,308	\$26,573	\$27,206	\$27,839	\$28,471	\$29,104	\$30,053
	\$22,007	\$23,107	\$23,657	\$24,208	\$24,758	\$25,308	\$26,133
3 COL X 11"	\$17,399	\$18,269	\$18,704	\$19,139	\$19,574	\$20,009	\$20,662
	\$15,130	\$15,886	\$16,264	\$16,643	\$17,021	\$17,399	\$17,967
1/4 PAGE	\$15,620	\$16,401	\$16,791	\$17,182	\$17,572	\$17,963	\$18,548
3 COL x 9.75"	\$13,582	\$14,262	\$14,601	\$14,941	\$15,280	\$15,620	\$16,129
4 COL X 6"	\$13,884	\$14,578	\$14,926	\$15,273	\$15,620	\$15,967	\$16,488
	\$12,073	\$12,677	\$12,979	\$13,281	\$13,582	\$13,884	\$14,337
3 COL X 7"	\$12,149	\$12,756	\$13,060	\$13,364	\$13,667	\$13,971	\$14,427
	\$10,564	\$11,092	\$11,356	\$11,621	\$11,885	\$12,149	\$12,545
3 COL X 6"	\$10,413	\$10,934	\$11,194	\$11,454	\$11,715	\$11,975	\$12,366
	\$9,055	\$9,508	\$9,734	\$9,960	\$10,187	\$10,413	\$10,753
2 COL X 8"	\$9,256	\$9,719	\$9,950	\$10,182	\$10,413	\$10,645	\$10,992
	\$8,049	\$8,451	\$8,652	\$8,854	\$9,055	\$9,256	\$9,558
1/8 PAGE	\$8,678	\$9,112	\$9,328	\$9,545	\$9,762	\$9,979	\$10,305
3 COL x 5"	\$7,546	\$7,923	\$8,112	\$8,300	\$8,489	\$8,678	\$8,961
2 COL X 7"	\$8,099	\$8,504	\$8,707	\$8,909	\$9,112	\$9,314	\$9,618
	\$7,043	\$7,395	\$7,571	\$7,747	\$7,923	\$8,099	\$8,363
2 COL X 6"	\$6,942	\$7,289	\$7,463	\$7,636	\$7,810	\$7,983	\$8,244
	\$6,037	\$6,338	\$6,489	\$6,640	\$6,791	\$6,942	\$7,168
2 COL X 5"	\$5,785	\$6,074	\$6,219	\$6,364	\$6,508	\$6,653	\$6,870
	\$5,031	\$5,282	\$5,408	\$5,534	\$5,659	\$5,785	\$5,974
2 COL X 4" (*)	\$4,628	\$4,859	\$4,975	\$5,091	\$5,207	\$5,322	\$5,496
	\$4,024	\$4,226	\$4,326	\$4,427	\$4,527	\$4,628	\$4,779
2 COL X 3.5" (*)	\$4,050	\$4,252	\$4,353	\$4,455	\$4,556	\$4,657	\$4,809
	\$3,521	\$3,697	\$3,785	\$3,874	\$3,962	\$4,050	\$4,182
2 COL X 3" (*)	\$3,471	\$3,645	\$3,731	\$3,818	\$3,905	\$3,992	\$4,122
	\$3,018	\$3,169	\$3,245	\$3,320	\$3,396	\$3,471	\$3,584
2 COL X 2.5" (*)	\$2,893	\$3,037	\$3,109	\$3,182	\$3,254	\$3,326	\$3,435
	\$2,515	\$2,641	\$2,704	\$2,767	\$2,830	\$2,893	\$2,987
2 COL X 2" (*)	\$2,314	\$2,430	\$2,488	\$2,545	\$2,603	\$2,661	\$2,748
	\$2,012	\$2,113	\$2,163	\$2,213	\$2,264	\$2,314	\$2,389

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

