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|  | COLOR |
|  | B&W   |

|                           | ANNUAL SPENDING |                             |                             |                         |                         |
|---------------------------|-----------------|-----------------------------|-----------------------------|-------------------------|-------------------------|
|                           | \$1,500,000+    | \$1,250,000<br>-\$1,499,999 | \$1,000,000<br>-\$1,249,999 | \$750,000<br>-\$999,999 | \$500,000<br>-\$749,999 |
| <b>PAGE</b>               | \$25,385        | \$26,036                    | \$26,687                    | \$27,338                | \$27,989                |
| <b>6 COL x 19.75"</b>     | \$22,074        | \$22,640                    | \$23,206                    | \$23,772                | \$24,338                |
| <b>JR. FULL PAGE</b>      | \$23,136        | \$23,729                    | \$24,322                    | \$24,915                | \$25,509                |
| <b>5 COL X 18"</b>        | \$20,118        | \$20,634                    | \$21,150                    | \$21,666                | \$22,181                |
| <b>6 COL X 14"</b>        | \$21,593        | \$22,147                    | \$22,701                    | \$23,254                | \$23,808                |
|                           | \$18,777        | \$19,258                    | \$19,740                    | \$20,221                | \$20,703                |
| <b>5 COL X 16"</b>        | \$20,565        | \$21,092                    | \$21,620                    | \$22,147                | \$22,674                |
|                           | \$17,883        | \$18,341                    | \$18,800                    | \$19,258                | \$19,717                |
| <b>4 COL X 19.75"</b>     | \$20,308        | \$20,829                    | \$21,350                    | \$21,870                | \$22,391                |
|                           | \$17,659        | \$18,112                    | \$18,565                    | \$19,018                | \$19,470                |
| <b>6 COL X 12"</b>        | \$18,509        | \$18,983                    | \$19,458                    | \$19,932                | \$20,407                |
|                           | \$16,094        | \$16,507                    | \$16,920                    | \$17,332                | \$17,745                |
| <b>5 COL X 14"</b>        | \$17,995        | \$18,456                    | \$18,917                    | \$19,379                | \$19,840                |
|                           | \$15,647        | \$16,049                    | \$16,450                    | \$16,851                | \$17,252                |
| <b>5 COL X 13"</b>        | \$16,709        | \$17,138                    | \$17,566                    | \$17,995                | \$18,423                |
|                           | \$14,530        | \$14,902                    | \$15,275                    | \$15,647                | \$16,020                |
| <b>1/2 PAGE</b>           | \$15,231        | \$15,622                    | \$16,012                    | \$16,403                | \$16,793                |
| <b>(H) 6 COL x 9.75"</b>  | \$13,244        | \$13,584                    | \$13,924                    | \$14,263                | \$14,603                |
| <b>(V) 3 COL x 19.75"</b> |                 |                             |                             |                         |                         |
| <b>4 COL X 14"</b>        | \$17,275        | \$17,718                    | \$18,161                    | \$18,604                | \$19,046                |
|                           | \$15,021        | \$15,407                    | \$15,792                    | \$16,177                | \$16,562                |
| <b>4 COL X 12"</b>        | \$14,807        | \$15,187                    | \$15,566                    | \$15,946                | \$16,326                |
|                           | \$12,876        | \$13,206                    | \$13,536                    | \$13,866                | \$14,196                |
| <b>3 COL X 11"</b>        | \$10,180        | \$10,441                    | \$10,702                    | \$10,963                | \$11,224                |
|                           | \$8,852         | \$9,079                     | \$9,306                     | \$9,533                 | \$9,760                 |
| <b>1/4 PAGE</b>           | \$9,139         | \$9,373                     | \$9,607                     | \$9,842                 | \$10,076                |
| <b>3 COL x 9.75"</b>      | \$7,947         | \$8,150                     | \$8,354                     | \$8,558                 | \$8,762                 |
| <b>4 COL X 6"</b>         | \$8,123         | \$8,332                     | \$8,540                     | \$8,748                 | \$8,956                 |
|                           | \$7,064         | \$7,245                     | \$7,426                     | \$7,607                 | \$7,788                 |
| <b>3 COL X 7"</b>         | \$7,108         | \$7,290                     | \$7,472                     | \$7,655                 | \$7,837                 |
|                           | \$6,181         | \$6,339                     | \$6,498                     | \$6,656                 | \$6,815                 |
| <b>3 COL X 6"</b>         | \$6,092         | \$6,249                     | \$6,405                     | \$6,561                 | \$6,717                 |
|                           | \$5,298         | \$5,434                     | \$5,569                     | \$5,705                 | \$5,841                 |
| <b>2 COL X 8"</b>         | \$5,415         | \$5,554                     | \$5,693                     | \$5,832                 | \$5,971                 |
|                           | \$4,709         | \$4,830                     | \$4,951                     | \$5,071                 | \$5,192                 |
| <b>1/8 PAGE</b>           | \$5,077         | \$5,207                     | \$5,337                     | \$5,468                 | \$5,598                 |
| <b>3 COL x 5"</b>         | \$4,415         | \$4,528                     | \$4,641                     | \$4,754                 | \$4,868                 |
| <b>2 COL X 7"</b>         | \$4,739         | \$4,860                     | \$4,982                     | \$5,103                 | \$5,225                 |
|                           | \$4,120         | \$4,226                     | \$4,332                     | \$4,437                 | \$4,543                 |
| <b>2 COL X 6"</b>         | \$4,062         | \$4,166                     | \$4,270                     | \$4,374                 | \$4,478                 |
|                           | \$3,532         | \$3,622                     | \$3,713                     | \$3,804                 | \$3,894                 |
| <b>2 COL X 5"</b>         | \$3,385         | \$3,471                     | \$3,558                     | \$3,645                 | \$3,732                 |
|                           | \$2,943         | \$3,019                     | \$3,094                     | \$3,170                 | \$3,245                 |
| <b>2 COL X 4" (*)</b>     | \$2,708         | \$2,777                     | \$2,847                     | \$2,916                 | \$2,985                 |
|                           | \$2,355         | \$2,415                     | \$2,475                     | \$2,536                 | \$2,596                 |
| <b>2 COL X 3.5"(*)</b>    | \$2,369         | \$2,430                     | \$2,491                     | \$2,552                 | \$2,612                 |
|                           | \$2,060         | \$2,113                     | \$2,166                     | \$2,219                 | \$2,272                 |
| <b>2 COL X 3" (*)</b>     | \$2,031         | \$2,083                     | \$2,135                     | \$2,187                 | \$2,239                 |
|                           | \$1,766         | \$1,811                     | \$1,856                     | \$1,902                 | \$1,947                 |
| <b>2 COL X 2.5" (*)</b>   | \$1,692         | \$1,736                     | \$1,779                     | \$1,823                 | \$1,866                 |
|                           | \$1,472         | \$1,509                     | \$1,547                     | \$1,585                 | \$1,623                 |
| <b>2 COL X 2" (*)</b>     | \$1,354         | \$1,389                     | \$1,423                     | \$1,458                 | \$1,493                 |
|                           | \$1,177         | \$1,207                     | \$1,238                     | \$1,268                 | \$1,298                 |

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.**

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|  | B&W   |

|                           | ANNUAL SPENDING         |                         |                         |                         |                         |
|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
|                           | \$300,000<br>-\$499,999 | \$200,000<br>-\$299,999 | \$150,000<br>-\$199,999 | \$100,000<br>-\$149,999 | Less than<br>-\$100,000 |
| <b>PAGE</b>               | \$28,640                | \$29,291                | \$29,941                | \$30,592                | \$31,243                |
| <b>6 COL x 19.75"</b>     | \$24,904                | \$25,470                | \$26,036                | \$26,602                | \$27,168                |
| <b>JR. FULL PAGE</b>      | \$26,102                | \$26,695                | \$27,288                | \$27,882                | \$28,475                |
| <b>5 COL X 18"</b>        | \$22,697                | \$23,213                | \$23,729                | \$24,245                | \$24,761                |
| <b>6 COL X 14"</b>        | \$24,362                | \$24,915                | \$25,469                | \$26,023                | \$26,576                |
| <b>5 COL X 16"</b>        | \$21,184                | \$21,666                | \$22,147                | \$22,629                | \$23,110                |
| <b>5 COL X 16"</b>        | \$23,202                | \$23,729                | \$24,256                | \$24,784                | \$25,311                |
| <b>4 COL X 19.75"</b>     | \$20,175                | \$20,634                | \$21,092                | \$21,551                | \$22,010                |
| <b>4 COL X 19.75"</b>     | \$22,912                | \$23,432                | \$23,953                | \$24,474                | \$24,995                |
| <b>4 COL X 19.75"</b>     | \$19,923                | \$20,376                | \$20,829                | \$21,282                | \$21,734                |
| <b>6 COL X 12"</b>        | \$20,882                | \$21,356                | \$21,831                | \$22,305                | \$22,780                |
| <b>6 COL X 12"</b>        | \$18,158                | \$18,571                | \$18,983                | \$19,396                | \$19,809                |
| <b>5 COL X 14"</b>        | \$20,301                | \$20,763                | \$21,224                | \$21,686                | \$22,147                |
| <b>5 COL X 14"</b>        | \$17,653                | \$18,055                | \$18,456                | \$18,857                | \$19,258                |
| <b>5 COL X 13"</b>        | \$18,851                | \$19,280                | \$19,708                | \$20,137                | \$20,565                |
| <b>5 COL X 13"</b>        | \$16,393                | \$16,765                | \$17,138                | \$17,510                | \$17,883                |
| <b>1/2 PAGE</b>           | \$17,184                | \$17,574                | \$17,965                | \$18,355                | \$18,746                |
| <b>(H) 6 COL x 9.75"</b>  | \$14,942                | \$15,282                | \$15,622                | \$15,961                | \$16,301                |
| <b>(V) 3 COL x 19.75"</b> | \$19,489                | \$19,932                | \$20,375                | \$20,818                | \$21,261                |
| <b>4 COL X 14"</b>        | \$16,947                | \$17,332                | \$17,718                | \$18,103                | \$18,488                |
| <b>4 COL X 12"</b>        | \$16,705                | \$17,085                | \$17,465                | \$17,844                | \$18,224                |
| <b>4 COL X 12"</b>        | \$14,526                | \$14,856                | \$15,187                | \$15,517                | \$15,847                |
| <b>3 COL X 11"</b>        | \$11,485                | \$11,746                | \$12,007                | \$12,268                | \$12,529                |
| <b>3 COL X 11"</b>        | \$9,987                 | \$10,214                | \$10,441                | \$10,668                | \$10,895                |
| <b>1/4 PAGE</b>           | \$10,310                | \$10,545                | \$10,779                | \$11,013                | \$11,248                |
| <b>3 COL x 9.75"</b>      | \$8,965                 | \$9,169                 | \$9,373                 | \$9,577                 | \$9,780                 |
| <b>4 COL X 6"</b>         | \$9,165                 | \$9,373                 | \$9,581                 | \$9,790                 | \$9,998                 |
| <b>4 COL X 6"</b>         | \$7,969                 | \$8,150                 | \$8,332                 | \$8,513                 | \$8,694                 |
| <b>3 COL X 7"</b>         | \$8,019                 | \$8,201                 | \$8,384                 | \$8,566                 | \$8,748                 |
| <b>3 COL X 7"</b>         | \$6,973                 | \$7,132                 | \$7,290                 | \$7,449                 | \$7,607                 |
| <b>3 COL X 6"</b>         | \$6,874                 | \$7,030                 | \$7,186                 | \$7,342                 | \$7,498                 |
| <b>3 COL X 6"</b>         | \$5,977                 | \$6,113                 | \$6,249                 | \$6,384                 | \$6,520                 |
| <b>2 COL X 8"</b>         | \$6,110                 | \$6,249                 | \$6,387                 | \$6,526                 | \$6,665                 |
| <b>2 COL X 8"</b>         | \$5,313                 | \$5,434                 | \$5,554                 | \$5,675                 | \$5,796                 |
| <b>1/8 PAGE</b>           | \$5,728                 | \$5,858                 | \$5,988                 | \$6,118                 | \$6,249                 |
| <b>3 COL x 5"</b>         | \$4,981                 | \$5,094                 | \$5,207                 | \$5,320                 | \$5,434                 |
| <b>2 COL X 7"</b>         | \$5,346                 | \$5,468                 | \$5,589                 | \$5,711                 | \$5,832                 |
| <b>2 COL X 7"</b>         | \$4,649                 | \$4,754                 | \$4,860                 | \$4,966                 | \$5,071                 |
| <b>2 COL X 6"</b>         | \$4,582                 | \$4,686                 | \$4,791                 | \$4,895                 | \$4,999                 |
| <b>2 COL X 6"</b>         | \$3,985                 | \$4,075                 | \$4,166                 | \$4,256                 | \$4,347                 |
| <b>2 COL X 5"</b>         | \$3,819                 | \$3,905                 | \$3,992                 | \$4,079                 | \$4,166                 |
| <b>2 COL X 5"</b>         | \$3,321                 | \$3,396                 | \$3,471                 | \$3,547                 | \$3,622                 |
| <b>2 COL X 4" (*)</b>     | \$3,055                 | \$3,124                 | \$3,194                 | \$3,263                 | \$3,333                 |
| <b>2 COL X 4" (*)</b>     | \$2,656                 | \$2,717                 | \$2,777                 | \$2,838                 | \$2,898                 |
| <b>2 COL X 3.5" (*)</b>   | \$2,673                 | \$2,734                 | \$2,795                 | \$2,855                 | \$2,916                 |
| <b>2 COL X 3.5" (*)</b>   | \$2,324                 | \$2,377                 | \$2,430                 | \$2,483                 | \$2,536                 |
| <b>2 COL X 3" (*)</b>     | \$2,291                 | \$2,343                 | \$2,395                 | \$2,447                 | \$2,499                 |
| <b>2 COL X 3" (*)</b>     | \$1,992                 | \$2,038                 | \$2,083                 | \$2,128                 | \$2,173                 |
| <b>2 COL X 2.5" (*)</b>   | \$1,909                 | \$1,953                 | \$1,996                 | \$2,039                 | \$2,083                 |
| <b>2 COL X 2.5" (*)</b>   | \$1,660                 | \$1,698                 | \$1,736                 | \$1,773                 | \$1,811                 |
| <b>2 COL X 2" (*)</b>     | \$1,527                 | \$1,562                 | \$1,597                 | \$1,632                 | \$1,666                 |
| <b>2 COL X 2" (*)</b>     | \$1,328                 | \$1,358                 | \$1,389                 | \$1,419                 | \$1,449                 |

Ad Placement

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