

National Zone Rates - Gross
(Commissionable at 15%)

Sunday Detroit Zone

	COLOR
	B&W

Detroit Free Press
A GANNETT COMPANY

The Detroit News

	ANNUAL SPENDING						
	\$1,000,000+	\$700,000 -\$999,999	\$500,000 -\$699,999	\$300,000 -\$499,999	\$150,000 -\$299,999	\$75,000 -\$149,999	Less than -\$75,000
PAGE	\$2,757	\$3,446	\$4,135	\$4,794	\$5,274	\$5,753	\$6,353
6 COL x 19.75"	\$2,397	\$2,996	\$3,596	\$4,169	\$4,586	\$5,003	\$5,524
JR. FULL PAGE	\$2,512	\$3,141	\$3,769	\$4,370	\$4,806	\$5,243	\$5,790
5 COL X 18"	\$2,185	\$2,731	\$3,277	\$3,800	\$4,180	\$4,560	\$5,034
6 COL X 14"	\$2,345	\$2,931	\$3,517	\$4,078	\$4,486	\$4,894	\$5,404
	\$2,039	\$2,549	\$3,059	\$3,546	\$3,901	\$4,256	\$4,699
5 COL X 16"	\$2,233	\$2,792	\$3,350	\$3,884	\$4,272	\$4,661	\$5,146
	\$1,942	\$2,428	\$2,913	\$3,377	\$3,715	\$4,053	\$4,475
4 COL X 19.75"	\$2,205	\$2,757	\$3,308	\$3,835	\$4,219	\$4,603	\$5,082
	\$1,918	\$2,397	\$2,877	\$3,335	\$3,669	\$4,002	\$4,419
6 COL X 12"	\$2,010	\$2,512	\$3,015	\$3,496	\$3,845	\$4,195	\$4,632
	\$1,748	\$2,185	\$2,622	\$3,040	\$3,344	\$3,648	\$4,028
5 COL X 14"	\$1,954	\$2,443	\$2,931	\$3,399	\$3,738	\$4,078	\$4,503
	\$1,699	\$2,124	\$2,549	\$2,955	\$3,251	\$3,546	\$3,916
5 COL X 13"	\$1,815	\$2,268	\$2,722	\$3,156	\$3,471	\$3,787	\$4,181
	\$1,578	\$1,972	\$2,367	\$2,744	\$3,019	\$3,293	\$3,636
1/2 PAGE (H) 6 COL x 9.75" (V) 3 COL x 19.75"	\$1,654	\$2,068	\$2,481	\$2,877	\$3,164	\$3,452	\$3,812
	\$1,438	\$1,798	\$2,157	\$2,501	\$2,752	\$3,002	\$3,314
4 COL X 14"	\$1,876	\$2,345	\$2,814	\$3,263	\$3,589	\$3,915	\$4,323
	\$1,631	\$2,039	\$2,447	\$2,837	\$3,121	\$3,404	\$3,759
4 COL X 12"	\$1,608	\$2,010	\$2,412	\$2,797	\$3,076	\$3,356	\$3,705
	\$1,398	\$1,748	\$2,097	\$2,432	\$2,675	\$2,918	\$3,222
3 COL X 11"	\$1,105	\$1,382	\$1,658	\$1,923	\$2,115	\$2,307	\$2,547
	\$961	\$1,202	\$1,442	\$1,672	\$1,839	\$2,006	\$2,215
1/4 PAGE 3 COL x 9.75"	\$992	\$1,241	\$1,489	\$1,726	\$1,899	\$2,071	\$2,287
	\$863	\$1,079	\$1,294	\$1,501	\$1,651	\$1,801	\$1,989
4 COL X 6"	\$882	\$1,103	\$1,323	\$1,534	\$1,688	\$1,841	\$2,033
	\$767	\$959	\$1,151	\$1,334	\$1,467	\$1,601	\$1,768
3 COL X 7"	\$772	\$965	\$1,158	\$1,342	\$1,477	\$1,611	\$1,779
	\$671	\$839	\$1,007	\$1,167	\$1,284	\$1,401	\$1,547
3 COL X 6"	\$662	\$827	\$992	\$1,151	\$1,266	\$1,381	\$1,525
	\$575	\$719	\$863	\$1,001	\$1,101	\$1,201	\$1,326
2 COL X 8"	\$588	\$735	\$882	\$1,023	\$1,125	\$1,227	\$1,355
	\$511	\$639	\$767	\$889	\$978	\$1,067	\$1,178
1/8 PAGE 3 COL x 5"	\$551	\$689	\$827	\$959	\$1,055	\$1,151	\$1,271
	\$479	\$599	\$719	\$834	\$917	\$1,001	\$1,105
2 COL X 7"	\$515	\$643	\$772	\$895	\$984	\$1,074	\$1,186
	\$447	\$559	\$671	\$778	\$856	\$934	\$1,031
2 COL X 6"	\$441	\$551	\$662	\$767	\$844	\$921	\$1,016
	\$384	\$479	\$575	\$667	\$734	\$800	\$884
2 COL X 5"	\$368	\$459	\$551	\$639	\$703	\$767	\$847
	\$320	\$400	\$479	\$556	\$611	\$667	\$737
2 COL X 4" (*)	\$294	\$368	\$441	\$511	\$563	\$614	\$678
	\$256	\$320	\$384	\$445	\$489	\$534	\$589
2 COL X 3.5"(*)	\$257	\$322	\$386	\$447	\$492	\$537	\$593
	\$224	\$280	\$336	\$389	\$428	\$467	\$516
2 COL X 3" (*)	\$221	\$276	\$331	\$384	\$422	\$460	\$508
	\$192	\$240	\$288	\$334	\$367	\$400	\$442
2 COL X 2.5" (*)	\$184	\$230	\$276	\$320	\$352	\$384	\$424
	\$160	\$200	\$240	\$278	\$306	\$334	\$368
2 COL X 2" (*)	\$147	\$184	\$221	\$256	\$281	\$307	\$339
	\$128	\$160	\$192	\$222	\$245	\$267	\$295

Zones

10% multi-zone discount. 2 zone maximum buy.

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.

