

National Zone Rates - Gross
(Commissionable at 15%)

Sunday East, West or North Zones

	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	\$5,146	\$6,432	\$7,719	\$8,949	\$9,844	\$10,739	\$11,858
6 COL x 19.75"	\$4,475	\$5,593	\$6,712	\$7,782	\$8,560	\$9,339	\$10,311
JR. FULL PAGE	\$4,690	\$5,862	\$7,035	\$8,156	\$8,972	\$9,788	\$10,807
5 COL X 18"	\$4,078	\$5,098	\$6,117	\$7,093	\$7,802	\$8,511	\$9,398
6 COL X 14"	\$4,377	\$5,472	\$6,566	\$7,613	\$8,374	\$9,135	\$10,087
	\$3,806	\$4,758	\$5,710	\$6,620	\$7,282	\$7,944	\$8,771
5 COL X 16"	\$4,169	\$5,211	\$6,253	\$7,250	\$7,975	\$8,700	\$9,607
	\$3,625	\$4,531	\$5,438	\$6,305	\$6,935	\$7,565	\$8,353
4 COL X 19.75"	\$4,117	\$5,146	\$6,175	\$7,160	\$7,876	\$8,591	\$9,486
	\$3,580	\$4,475	\$5,370	\$6,226	\$6,848	\$7,471	\$8,249
6 COL X 12"	\$3,752	\$4,690	\$5,628	\$6,525	\$7,178	\$7,830	\$8,646
	\$3,263	\$4,078	\$4,894	\$5,674	\$6,241	\$6,809	\$7,518
5 COL X 14"	\$3,648	\$4,560	\$5,472	\$6,344	\$6,978	\$7,613	\$8,406
	\$3,172	\$3,965	\$4,758	\$5,516	\$6,068	\$6,620	\$7,309
5 COL X 13"	\$3,387	\$4,234	\$5,081	\$5,891	\$6,480	\$7,069	\$7,805
	\$2,945	\$3,682	\$4,418	\$5,122	\$5,635	\$6,147	\$6,787
1/2 PAGE	\$3,088	\$3,859	\$4,631	\$5,370	\$5,907	\$6,444	\$7,115
(H) 6 COL x 9.75"	\$2,685	\$3,356	\$4,027	\$4,669	\$5,136	\$5,603	\$6,187
(V) 3 COL x 19.75"	\$3,502	\$4,377	\$5,253	\$6,090	\$6,699	\$7,308	\$8,069
4 COL X 14"	\$3,045	\$3,806	\$4,568	\$5,296	\$5,825	\$6,355	\$7,017
4 COL X 12"	\$3,002	\$3,752	\$4,502	\$5,220	\$5,742	\$6,264	\$6,917
	\$2,610	\$3,263	\$3,915	\$4,539	\$4,993	\$5,447	\$6,015
3 COL X 11"	\$2,064	\$2,579	\$3,095	\$3,589	\$3,948	\$4,307	\$4,755
	\$1,794	\$2,243	\$2,692	\$3,121	\$3,433	\$3,745	\$4,135
1/4 PAGE	\$1,853	\$2,316	\$2,779	\$3,222	\$3,544	\$3,866	\$4,269
3 COL x 9.75"	\$1,611	\$2,014	\$2,416	\$2,802	\$3,082	\$3,362	\$3,712
4 COL X 6"	\$1,647	\$2,058	\$2,470	\$2,864	\$3,150	\$3,437	\$3,795
	\$1,432	\$1,790	\$2,148	\$2,490	\$2,739	\$2,988	\$3,300
3 COL X 7"	\$1,441	\$1,801	\$2,161	\$2,506	\$2,756	\$3,007	\$3,320
	\$1,253	\$1,566	\$1,879	\$2,179	\$2,397	\$2,615	\$2,887
3 COL X 6"	\$1,235	\$1,544	\$1,853	\$2,148	\$2,363	\$2,577	\$2,846
	\$1,074	\$1,342	\$1,611	\$1,868	\$2,054	\$2,241	\$2,475
2 COL X 8"	\$1,098	\$1,372	\$1,647	\$1,909	\$2,100	\$2,291	\$2,530
	\$955	\$1,193	\$1,432	\$1,660	\$1,826	\$1,992	\$2,200
1/8 PAGE	\$1,029	\$1,286	\$1,544	\$1,790	\$1,969	\$2,148	\$2,372
3 COL x 5"	\$895	\$1,119	\$1,342	\$1,556	\$1,712	\$1,868	\$2,062
2 COL X 7"	\$961	\$1,201	\$1,441	\$1,671	\$1,838	\$2,005	\$2,213
	\$835	\$1,044	\$1,253	\$1,453	\$1,598	\$1,743	\$1,925
2 COL X 6"	\$823	\$1,029	\$1,235	\$1,432	\$1,575	\$1,718	\$1,897
	\$716	\$895	\$1,074	\$1,245	\$1,370	\$1,494	\$1,650
2 COL X 5"	\$686	\$858	\$1,029	\$1,193	\$1,313	\$1,432	\$1,581
	\$597	\$746	\$895	\$1,038	\$1,141	\$1,245	\$1,375
2 COL X 4" (*)	\$549	\$686	\$823	\$955	\$1,050	\$1,146	\$1,265
	\$477	\$597	\$716	\$830	\$913	\$996	\$1,100
2 COL X 3.5" (*)	\$480	\$600	\$720	\$835	\$919	\$1,002	\$1,107
	\$418	\$522	\$626	\$726	\$799	\$872	\$962
2 COL X 3" (*)	\$412	\$515	\$618	\$716	\$788	\$859	\$949
	\$358	\$447	\$537	\$623	\$685	\$747	\$825
2 COL X 2.5" (*)	\$343	\$429	\$515	\$597	\$656	\$716	\$791
	\$298	\$373	\$447	\$519	\$571	\$623	\$687
2 COL X 2" (*)	\$274	\$343	\$412	\$477	\$525	\$573	\$632
	\$239	\$298	\$358	\$415	\$457	\$498	\$550

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.

