

National Zone Rates - Gross
(Commissionable at 15%)

Thursday 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	\$2,096	\$2,620	\$3,143	\$3,645	\$4,009	\$4,374	\$4,829
6 COL x 19.75"	\$1,822	\$2,278	\$2,733	\$3,169	\$3,486	\$3,803	\$4,199
JR. FULL PAGE	\$1,910	\$2,387	\$2,865	\$3,322	\$3,654	\$3,986	\$4,401
5 COL X 18"	\$1,661	\$2,076	\$2,491	\$2,888	\$3,177	\$3,466	\$3,827
6 COL X 14"	\$1,783	\$2,228	\$2,674	\$3,100	\$3,410	\$3,720	\$4,108
	\$1,550	\$1,938	\$2,325	\$2,696	\$2,965	\$3,235	\$3,572
5 COL X 16"	\$1,698	\$2,122	\$2,547	\$2,953	\$3,248	\$3,543	\$3,912
	\$1,476	\$1,845	\$2,214	\$2,567	\$2,824	\$3,081	\$3,402
4 COL X 19.75"	\$1,677	\$2,096	\$2,515	\$2,916	\$3,207	\$3,499	\$3,863
	\$1,458	\$1,822	\$2,187	\$2,535	\$2,789	\$3,042	\$3,359
6 COL X 12"	\$1,528	\$1,910	\$2,292	\$2,657	\$2,923	\$3,189	\$3,521
	\$1,329	\$1,661	\$1,993	\$2,311	\$2,542	\$2,773	\$3,062
5 COL X 14"	\$1,486	\$1,857	\$2,228	\$2,584	\$2,842	\$3,100	\$3,423
	\$1,292	\$1,615	\$1,938	\$2,247	\$2,471	\$2,696	\$2,977
5 COL X 13"	\$1,379	\$1,724	\$2,069	\$2,399	\$2,639	\$2,879	\$3,179
	\$1,199	\$1,499	\$1,799	\$2,086	\$2,295	\$2,503	\$2,764
1/2 PAGE	\$1,257	\$1,572	\$1,886	\$2,187	\$2,405	\$2,624	\$2,897
(H) 6 COL x 9.75"	\$1,093	\$1,367	\$1,640	\$1,902	\$2,092	\$2,282	\$2,520
(V) 3 COL x 19.75"							
4 COL X 14"	\$1,426	\$1,783	\$2,139	\$2,480	\$2,728	\$2,976	\$3,286
	\$1,240	\$1,550	\$1,860	\$2,157	\$2,372	\$2,588	\$2,858
4 COL X 12"	\$1,222	\$1,528	\$1,834	\$2,126	\$2,338	\$2,551	\$2,817
	\$1,063	\$1,329	\$1,594	\$1,849	\$2,033	\$2,218	\$2,449
3 COL X 11"	\$840	\$1,050	\$1,261	\$1,462	\$1,608	\$1,754	\$1,937
	\$731	\$913	\$1,096	\$1,271	\$1,398	\$1,525	\$1,684
1/4 PAGE	\$754	\$943	\$1,132	\$1,312	\$1,443	\$1,574	\$1,738
3 COL x 9.75"	\$656	\$820	\$984	\$1,141	\$1,255	\$1,369	\$1,512
4 COL X 6"	\$671	\$838	\$1,006	\$1,166	\$1,283	\$1,400	\$1,545
	\$583	\$729	\$875	\$1,014	\$1,116	\$1,217	\$1,344
3 COL X 7"	\$587	\$733	\$880	\$1,020	\$1,123	\$1,225	\$1,352
	\$510	\$638	\$765	\$887	\$976	\$1,065	\$1,176
3 COL X 6"	\$503	\$629	\$754	\$875	\$962	\$1,050	\$1,159
	\$437	\$547	\$656	\$761	\$837	\$913	\$1,008
2 COL X 8"	\$447	\$559	\$671	\$778	\$855	\$933	\$1,030
	\$389	\$486	\$583	\$676	\$744	\$811	\$896
1/8 PAGE	\$419	\$524	\$629	\$729	\$802	\$875	\$966
3 COL x 5"	\$364	\$456	\$547	\$634	\$697	\$761	\$840
2 COL X 7"	\$391	\$489	\$587	\$680	\$748	\$816	\$901
	\$340	\$425	\$510	\$592	\$651	\$710	\$784
2 COL X 6"	\$335	\$419	\$503	\$583	\$641	\$700	\$773
	\$292	\$364	\$437	\$507	\$558	\$608	\$672
2 COL X 5"	\$279	\$349	\$419	\$486	\$535	\$583	\$644
	\$243	\$304	\$364	\$423	\$465	\$507	\$560
2 COL X 4" (*)	\$224	\$279	\$335	\$389	\$428	\$467	\$515
	\$194	\$243	\$292	\$338	\$372	\$406	\$448
2 COL X 3.5" (*)	\$196	\$244	\$293	\$340	\$374	\$408	\$451
	\$170	\$213	\$255	\$296	\$325	\$355	\$392
2 COL X 3" (*)	\$168	\$210	\$251	\$292	\$321	\$350	\$386
	\$146	\$182	\$219	\$254	\$279	\$304	\$336
2 COL X 2.5" (*)	\$140	\$175	\$210	\$243	\$267	\$292	\$322
	\$121	\$152	\$182	\$211	\$232	\$254	\$280
2 COL X 2" (*)	\$112	\$140	\$168	\$194	\$214	\$233	\$258
	\$97	\$121	\$146	\$169	\$186	\$203	\$224

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.

Thanksgiving Day newspaper billed at Sunday rates.

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.



* One paper only ads are 85% of above rates.