

National Zone Rates - Gross
(Commissionable at 15%)

Thursday East, West or North Zones



Detroit Free Press
The Detroit News

PAGE	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
6 COL x 19.75"	\$3,742	\$4,678	\$5,613	\$6,508	\$7,159	\$7,810	\$8,623
JR. FULL PAGE	\$3,411	\$4,263	\$5,116	\$5,932	\$6,525	\$7,118	\$7,859
5 COL X 18"	\$2,966	\$3,707	\$4,449	\$5,158	\$5,674	\$6,189	\$6,834
6 COL X 14"	\$3,183	\$3,979	\$4,775	\$5,536	\$6,090	\$6,643	\$7,335
5 COL X 16"	\$3,032	\$3,790	\$4,548	\$5,272	\$5,800	\$6,327	\$6,986
4 COL X 19.75"	\$2,994	\$3,742	\$4,491	\$5,207	\$5,727	\$6,248	\$6,899
6 COL X 12"	\$2,729	\$3,411	\$4,093	\$4,745	\$5,220	\$5,694	\$6,287
5 COL X 14"	\$2,653	\$3,316	\$3,979	\$4,613	\$5,075	\$5,536	\$6,113
5 COL X 13"	\$2,463	\$3,079	\$3,695	\$4,284	\$4,712	\$5,141	\$5,676
1/2 PAGE	\$2,245	\$2,807	\$3,368	\$3,905	\$4,295	\$4,686	\$5,174
(H) 6 COL x 9.875"	\$1,952	\$2,441	\$2,929	\$3,396	\$3,735	\$4,075	\$4,499
(V) 3 COL x 19.75"	\$2,547	\$3,183	\$3,820	\$4,429	\$4,872	\$5,315	\$5,868
4 COL X 14"	\$2,214	\$2,768	\$3,322	\$3,851	\$4,236	\$4,621	\$5,103
4 COL X 12"	\$2,183	\$2,729	\$3,274	\$3,796	\$4,176	\$4,555	\$5,030
3 COL X 11"	\$1,898	\$2,373	\$2,847	\$3,301	\$3,631	\$3,961	\$4,374
3 COL X 11"	\$1,501	\$1,876	\$2,251	\$2,610	\$2,871	\$3,132	\$3,458
3 COL X 11"	\$1,305	\$1,631	\$1,957	\$2,269	\$2,496	\$2,723	\$3,007
1/4 PAGE	\$1,347	\$1,684	\$2,021	\$2,343	\$2,577	\$2,812	\$3,104
3 COL x 9.75"	\$1,171	\$1,464	\$1,757	\$2,037	\$2,241	\$2,445	\$2,700
4 COL X 6"	\$1,198	\$1,497	\$1,796	\$2,083	\$2,291	\$2,499	\$2,759
4 COL X 6"	\$1,041	\$1,302	\$1,562	\$1,811	\$1,992	\$2,173	\$2,400
3 COL X 7"	\$1,048	\$1,310	\$1,572	\$1,822	\$2,005	\$2,187	\$2,415
3 COL X 6"	\$911	\$1,139	\$1,367	\$1,585	\$1,743	\$1,902	\$2,100
3 COL X 6"	\$898	\$1,123	\$1,347	\$1,562	\$1,718	\$1,874	\$2,070
3 COL X 6"	\$781	\$976	\$1,171	\$1,358	\$1,494	\$1,630	\$1,800
2 COL X 8"	\$798	\$998	\$1,198	\$1,388	\$1,527	\$1,666	\$1,840
2 COL X 8"	\$694	\$868	\$1,041	\$1,207	\$1,328	\$1,449	\$1,600
1/8 PAGE	\$748	\$936	\$1,123	\$1,302	\$1,432	\$1,562	\$1,725
3 COL x 5"	\$651	\$814	\$976	\$1,132	\$1,245	\$1,358	\$1,500
2 COL X 7"	\$699	\$873	\$1,048	\$1,215	\$1,336	\$1,458	\$1,610
2 COL X 7"	\$607	\$759	\$911	\$1,056	\$1,162	\$1,268	\$1,400
2 COL X 6"	\$599	\$748	\$898	\$1,041	\$1,145	\$1,250	\$1,380
2 COL X 6"	\$521	\$651	\$781	\$905	\$996	\$1,087	\$1,200
2 COL X 5"	\$499	\$624	\$748	\$868	\$955	\$1,041	\$1,150
2 COL X 5"	\$434	\$542	\$651	\$755	\$830	\$905	\$1,000
2 COL X 4" (*)	\$399	\$499	\$599	\$694	\$764	\$833	\$920
2 COL X 4" (*)	\$347	\$434	\$521	\$604	\$664	\$724	\$800
2 COL X 3.5"(*)	\$349	\$437	\$524	\$607	\$668	\$729	\$805
2 COL X 3.5"(*)	\$304	\$380	\$456	\$528	\$581	\$634	\$700
2 COL X 3" (*)	\$299	\$374	\$449	\$521	\$573	\$625	\$690
2 COL X 3" (*)	\$260	\$325	\$390	\$453	\$498	\$543	\$600
2 COL X 2.5" (*)	\$249	\$312	\$374	\$434	\$477	\$521	\$575
2 COL X 2.5" (*)	\$217	\$271	\$325	\$377	\$415	\$453	\$500
2 COL X 2" (*)	\$200	\$249	\$299	\$347	\$382	\$417	\$460
2 COL X 2" (*)	\$174	\$217	\$260	\$302	\$332	\$362	\$400

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.

