

National Zone Rates - Gross  
(Commissionable at 15%)

Thursday East, West or North Zones

COLOR  
B&W



	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
<b>PAGE</b>	\$3,742	\$4,678	\$5,613	\$6,508	\$7,159	\$7,810	\$8,623
<b>6 COL x 19.75"</b>	\$3,254	\$4,068	\$4,881	\$5,659	\$6,225	\$6,791	\$7,499
<b>JR. FULL PAGE</b>	\$3,411	\$4,263	\$5,116	\$5,932	\$6,525	\$7,118	\$7,859
<b>5 COL X 18"</b>	\$2,966	\$3,707	\$4,449	\$5,158	\$5,674	\$6,189	\$6,834
<b>6 COL X 14"</b>	\$3,183	\$3,979	\$4,775	\$5,536	\$6,090	\$6,643	\$7,335
	\$2,768	\$3,460	\$4,152	\$4,814	\$5,295	\$5,777	\$6,379
<b>5 COL X 16"</b>	\$3,032	\$3,790	\$4,548	\$5,272	\$5,800	\$6,327	\$6,986
	\$2,636	\$3,295	\$3,954	\$4,585	\$5,043	\$5,502	\$6,075
<b>4 COL X 19.75"</b>	\$2,994	\$3,742	\$4,491	\$5,207	\$5,727	\$6,248	\$6,899
	\$2,603	\$3,254	\$3,905	\$4,527	\$4,980	\$5,433	\$5,999
<b>6 COL X 12"</b>	\$2,729	\$3,411	\$4,093	\$4,745	\$5,220	\$5,694	\$6,287
	\$2,373	\$2,966	\$3,559	\$4,126	\$4,539	\$4,952	\$5,467
<b>5 COL X 14"</b>	\$2,653	\$3,316	\$3,979	\$4,613	\$5,075	\$5,536	\$6,113
	\$2,307	\$2,883	\$3,460	\$4,012	\$4,413	\$4,814	\$5,315
<b>5 COL X 13"</b>	\$2,463	\$3,079	\$3,695	\$4,284	\$4,712	\$5,141	\$5,676
	\$2,142	\$2,677	\$3,213	\$3,725	\$4,098	\$4,470	\$4,936
<b>1/2 PAGE</b>	\$2,245	\$2,807	\$3,368	\$3,905	\$4,295	\$4,686	\$5,174
<b>(H) 6 COL x 9.75"</b>	\$1,952	\$2,441	\$2,929	\$3,396	\$3,735	\$4,075	\$4,499
<b>(V) 3 COL x 19.75"</b>							
<b>4 COL X 14"</b>	\$2,547	\$3,183	\$3,820	\$4,429	\$4,872	\$5,315	\$5,868
	\$2,214	\$2,768	\$3,322	\$3,851	\$4,236	\$4,621	\$5,103
<b>4 COL X 12"</b>	\$2,183	\$2,729	\$3,274	\$3,796	\$4,176	\$4,555	\$5,030
	\$1,898	\$2,373	\$2,847	\$3,301	\$3,631	\$3,961	\$4,374
<b>3 COL X 11"</b>	\$1,501	\$1,876	\$2,251	\$2,610	\$2,871	\$3,132	\$3,458
	\$1,305	\$1,631	\$1,957	\$2,269	\$2,496	\$2,723	\$3,007
<b>1/4 PAGE</b>	\$1,347	\$1,684	\$2,021	\$2,343	\$2,577	\$2,812	\$3,104
<b>3 COL x 9.75"</b>	\$1,171	\$1,464	\$1,757	\$2,037	\$2,241	\$2,445	\$2,700
<b>4 COL X 6"</b>	\$1,198	\$1,497	\$1,796	\$2,083	\$2,291	\$2,499	\$2,759
	\$1,041	\$1,302	\$1,562	\$1,811	\$1,992	\$2,173	\$2,400
<b>3 COL X 7"</b>	\$1,048	\$1,310	\$1,572	\$1,822	\$2,005	\$2,187	\$2,415
	\$911	\$1,139	\$1,367	\$1,585	\$1,743	\$1,902	\$2,100
<b>3 COL X 6"</b>	\$898	\$1,123	\$1,347	\$1,562	\$1,718	\$1,874	\$2,070
	\$781	\$976	\$1,171	\$1,358	\$1,494	\$1,630	\$1,800
<b>2 COL X 8"</b>	\$798	\$998	\$1,198	\$1,388	\$1,527	\$1,666	\$1,840
	\$694	\$868	\$1,041	\$1,207	\$1,328	\$1,449	\$1,600
<b>1/8 PAGE</b>	\$748	\$936	\$1,123	\$1,302	\$1,432	\$1,562	\$1,725
<b>3 COL x 5"</b>	\$651	\$814	\$976	\$1,132	\$1,245	\$1,358	\$1,500
<b>2 COL X 7"</b>	\$699	\$873	\$1,048	\$1,215	\$1,336	\$1,458	\$1,610
	\$607	\$759	\$911	\$1,056	\$1,162	\$1,268	\$1,400
<b>2 COL X 6"</b>	\$599	\$748	\$898	\$1,041	\$1,145	\$1,250	\$1,380
	\$521	\$651	\$781	\$905	\$996	\$1,087	\$1,200
<b>2 COL X 5"</b>	\$499	\$624	\$748	\$868	\$955	\$1,041	\$1,150
	\$434	\$542	\$651	\$755	\$830	\$905	\$1,000
<b>2 COL X 4" (*)</b>	\$399	\$499	\$599	\$694	\$764	\$833	\$920
	\$347	\$434	\$521	\$604	\$664	\$724	\$800
<b>2 COL X 3.5"(*)</b>	\$349	\$437	\$524	\$607	\$668	\$729	\$805
	\$304	\$380	\$456	\$528	\$581	\$634	\$700
<b>2 COL X 3" (*)</b>	\$299	\$374	\$449	\$521	\$573	\$625	\$690
	\$260	\$325	\$390	\$453	\$498	\$543	\$600
<b>2 COL X 2.5" (*)</b>	\$249	\$312	\$374	\$434	\$477	\$521	\$575
	\$217	\$271	\$325	\$377	\$415	\$453	\$500
<b>2 COL X 2" (*)</b>	\$200	\$249	\$299	\$347	\$382	\$417	\$460
	\$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.

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.