

Retail: Express Edition (non-commissionable)
 Applies to Monday, Tuesday, Wednesday and Saturday

COLOR
 B&W

Detroit Free Press
The Detroit News

	ANNUAL SPENDING				
	\$1,000,000+	\$500,000 -\$999,999	\$250,000 -\$499,999	\$100,000 -\$249,999	Less than -\$100,000
PAGE	\$4,000	\$4,400	\$4,800	\$5,200	\$5,500
6 COL x 19.75"	\$3,478	\$3,826	\$4,174	\$4,522	\$4,783
JR. FULL PAGE	\$3,646	\$4,010	\$4,375	\$4,739	\$5,013
5 COL X 18"	\$3,170	\$3,487	\$3,804	\$4,121	\$4,359
6 COL X 14"	\$3,403	\$3,743	\$4,083	\$4,423	\$4,678
	\$2,959	\$3,255	\$3,550	\$3,846	\$4,068
5 COL X 16"	\$3,241	\$3,565	\$3,889	\$4,213	\$4,456
	\$2,818	\$3,100	\$3,381	\$3,663	\$3,875
4 COL X 19.75"	\$3,200	\$3,520	\$3,840	\$4,160	\$4,400
	\$2,783	\$3,061	\$3,339	\$3,617	\$3,826
6 COL X 12"	\$2,916	\$3,208	\$3,500	\$3,791	\$4,010
	\$2,536	\$2,790	\$3,043	\$3,297	\$3,487
5 COL X 14"	\$2,835	\$3,119	\$3,403	\$3,686	\$3,899
	\$2,466	\$2,712	\$2,959	\$3,205	\$3,390
5 COL X 13"	\$2,633	\$2,896	\$3,159	\$3,423	\$3,620
	\$2,289	\$2,518	\$2,747	\$2,976	\$3,148
1/2 PAGE	\$2,400	\$2,640	\$2,880	\$3,120	\$3,300
(H) 6 COL x 9.875"	\$2,087	\$2,296	\$2,504	\$2,713	\$2,870
(V) 3 COL x 19.75"	\$2,722	\$2,994	\$3,266	\$3,539	\$3,743
4 COL X 14"	\$2,367	\$2,604	\$2,840	\$3,077	\$3,255
4 COL X 12"	\$2,333	\$2,566	\$2,800	\$3,033	\$3,208
	\$2,029	\$2,232	\$2,435	\$2,637	\$2,790
3 COL X 11"	\$1,604	\$1,764	\$1,925	\$2,085	\$2,206
	\$1,395	\$1,534	\$1,674	\$1,813	\$1,918
1/4 PAGE	\$1,440	\$1,584	\$1,728	\$1,872	\$1,980
3 COL x 9.75"	\$1,252	\$1,377	\$1,503	\$1,628	\$1,722
4 COL X 6"	\$1,280	\$1,408	\$1,536	\$1,664	\$1,760
	\$1,113	\$1,224	\$1,336	\$1,447	\$1,530
3 COL X 7"	\$1,120	\$1,232	\$1,344	\$1,456	\$1,540
	\$974	\$1,071	\$1,169	\$1,266	\$1,339
3 COL X 6"	\$960	\$1,056	\$1,152	\$1,248	\$1,320
	\$835	\$918	\$1,002	\$1,085	\$1,148
2 COL X 8"	\$853	\$939	\$1,024	\$1,109	\$1,173
	\$742	\$816	\$890	\$965	\$1,020
1/8 PAGE	\$800	\$880	\$960	\$1,040	\$1,100
3 COL x 5"	\$696	\$765	\$835	\$904	\$957
2 COL X 7"	\$747	\$821	\$896	\$971	\$1,027
	\$649	\$714	\$779	\$844	\$893
2 COL X 6"	\$640	\$704	\$768	\$832	\$880
	\$557	\$612	\$668	\$723	\$765
2 COL X 5"	\$533	\$587	\$640	\$693	\$733
	\$464	\$510	\$557	\$603	\$638
2 COL X 4" (*)	\$427	\$469	\$512	\$555	\$587
	\$371	\$408	\$445	\$482	\$510
2 COL X 3.5"(*)	\$373	\$411	\$448	\$485	\$513
	\$325	\$357	\$390	\$422	\$446
2 COL X 3" (*)	\$320	\$352	\$384	\$416	\$440
	\$278	\$306	\$334	\$362	\$383
2 COL X 2.5" (*)	\$267	\$293	\$320	\$347	\$367
	\$232	\$255	\$278	\$301	\$319
2 COL X 2" (*)	\$213	\$235	\$256	\$277	\$293
	\$186	\$204	\$223	\$241	\$255

Retail Express Rates apply to all categories of business **excluding**: national automotive, travel, banking, financial, telecommunications, broadcast, utilities and all other national categories.

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.



Rates, March 2009

