

Retail (non-commissionable)
Sunday

COLOR
B&W

Detroit Free Press
The Detroit News

	ANNUAL SPENDING				
	\$1,500,000 \$1,999,999	\$1,000,000 -\$1,499,999	\$700,000 -\$999,999	\$500,000 -\$699,999	Less than \$500,000
PAGE	\$31,130	\$32,262	\$33,960	\$35,658	\$36,790
6 COL x 19.75"	\$27,070	\$28,054	\$29,530	\$31,007	\$31,991
JR. FULL PAGE	\$28,372	\$29,403	\$30,951	\$32,498	\$33,530
5 COL X 18"	\$24,671	\$25,568	\$26,914	\$28,260	\$29,157
6 COL X 14"	\$26,480	\$27,443	\$28,887	\$30,332	\$31,295
	\$23,026	\$23,864	\$25,120	\$26,376	\$27,213
5 COL X 16"	\$25,219	\$26,136	\$27,512	\$28,887	\$29,805
	\$21,930	\$22,727	\$23,923	\$25,120	\$25,917
4 COL X 19.75"	\$24,904	\$25,810	\$27,168	\$28,526	\$29,432
	\$21,656	\$22,443	\$23,624	\$24,806	\$25,593
6 COL X 12"	\$22,697	\$23,523	\$24,761	\$25,999	\$26,824
	\$19,737	\$20,454	\$21,531	\$22,608	\$23,325
5 COL X 14"	\$22,067	\$22,869	\$24,073	\$25,277	\$26,079
	\$19,189	\$19,886	\$20,933	\$21,980	\$22,677
5 COL X 13"	\$20,491	\$21,236	\$22,353	\$23,471	\$24,216
	\$17,818	\$18,466	\$19,438	\$20,410	\$21,058
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$18,678	\$19,357	\$20,376	\$21,395	\$22,074
	\$16,242	\$16,832	\$17,718	\$18,604	\$19,195
4 COL X 14"	\$21,184	\$21,954	\$23,110	\$24,265	\$25,036
	\$18,421	\$19,091	\$20,096	\$21,100	\$21,770
4 COL X 12"	\$18,158	\$18,818	\$19,809	\$20,799	\$21,459
	\$15,789	\$16,364	\$17,225	\$18,086	\$18,660
3 COL X 11"	\$12,484	\$12,937	\$13,618	\$14,299	\$14,753
	\$10,855	\$11,250	\$11,842	\$12,434	\$12,829
1/4 PAGE 3 COL x 9.75"	\$11,207	\$11,614	\$12,226	\$12,837	\$13,244
	\$9,745	\$10,099	\$10,631	\$11,163	\$11,517
4 COL X 6"	\$9,962	\$10,324	\$10,867	\$11,411	\$11,773
	\$8,662	\$8,977	\$9,450	\$9,922	\$10,237
3 COL X 7"	\$8,716	\$9,033	\$9,509	\$9,984	\$10,301
	\$7,579	\$7,855	\$8,269	\$8,682	\$8,958
3 COL X 6"	\$7,471	\$7,743	\$8,150	\$8,558	\$8,830
	\$6,497	\$6,733	\$7,087	\$7,442	\$7,678
2 COL X 8"	\$6,641	\$6,883	\$7,245	\$7,607	\$7,849
	\$5,775	\$5,985	\$6,300	\$6,615	\$6,825
1/8 PAGE 3 COL x 5"	\$6,226	\$6,452	\$6,792	\$7,132	\$7,358
	\$5,414	\$5,611	\$5,906	\$6,201	\$6,398
2 COL X 7"	\$5,811	\$6,022	\$6,339	\$6,656	\$6,867
	\$5,053	\$5,237	\$5,512	\$5,788	\$5,972
2 COL X 6"	\$4,981	\$5,162	\$5,434	\$5,705	\$5,886
	\$4,331	\$4,489	\$4,725	\$4,961	\$5,119
2 COL X 5"	\$4,151	\$4,302	\$4,528	\$4,754	\$4,905
	\$3,609	\$3,741	\$3,937	\$4,134	\$4,266
2 COL X 4" (*)	\$3,321	\$3,441	\$3,622	\$3,804	\$3,924
	\$2,887	\$2,992	\$3,150	\$3,307	\$3,412
2 COL X 3.5" (*)	\$2,905	\$3,011	\$3,170	\$3,328	\$3,434
	\$2,526	\$2,618	\$2,756	\$2,894	\$2,986
2 COL X 3" (*)	\$2,490	\$2,581	\$2,717	\$2,853	\$2,943
	\$2,166	\$2,244	\$2,362	\$2,481	\$2,559
2 COL X 2.5" (*)	\$2,075	\$2,151	\$2,264	\$2,377	\$2,453
	\$1,805	\$1,870	\$1,969	\$2,067	\$2,133
2 COL X 2" (*)	\$1,660	\$1,721	\$1,811	\$1,902	\$1,962
	\$1,444	\$1,496	\$1,575	\$1,654	\$1,706

For contract commitments of \$2 million dollars or greater, please contact your account executive for rates.

Ad Placement

Ads guaranteed placement in Section A.

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.

