

Retail (non-commissionable)
Thursday and Friday

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	\$25,355	\$26,277	\$27,660	\$29,043	\$29,965
6 COL x 19.75"	\$22,048	\$22,850	\$24,052	\$25,255	\$26,057
JR. FULL PAGE	\$23,108	\$23,949	\$25,209	\$26,470	\$27,310
5 COL X 18"	\$20,094	\$20,825	\$21,921	\$23,017	\$23,748
6 COL X 14"	\$21,568	\$22,352	\$23,529	\$24,705	\$25,489
	\$18,755	\$19,437	\$20,460	\$21,483	\$22,165
5 COL X 16"	\$20,541	\$21,288	\$22,408	\$23,529	\$24,275
	\$17,862	\$18,511	\$19,485	\$20,460	\$21,109
4 COL X 19.75"	\$20,284	\$21,022	\$22,128	\$23,234	\$23,972
	\$17,638	\$18,280	\$19,242	\$20,204	\$20,845
6 COL X 12"	\$18,487	\$19,159	\$20,167	\$21,176	\$21,848
	\$16,075	\$16,660	\$17,537	\$18,414	\$18,998
5 COL X 14"	\$17,973	\$18,627	\$19,607	\$20,587	\$21,241
	\$15,629	\$16,197	\$17,050	\$17,902	\$18,470
5 COL X 13"	\$16,689	\$17,296	\$18,207	\$19,117	\$19,724
	\$14,512	\$15,040	\$15,832	\$16,623	\$17,151
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$15,213	\$15,766	\$16,596	\$17,426	\$17,979
4 COL X 14"	\$17,254	\$17,882	\$18,823	\$19,764	\$20,391
	\$15,004	\$15,549	\$16,368	\$17,186	\$17,732
4 COL X 12"	\$14,789	\$15,327	\$16,134	\$16,941	\$17,478
	\$12,860	\$13,328	\$14,029	\$14,731	\$15,199
3 COL X 11"	\$10,168	\$10,537	\$11,092	\$11,647	\$12,016
	\$8,841	\$9,163	\$9,645	\$10,127	\$10,449
1/4 PAGE 3 COL x 5"	\$9,128	\$9,460	\$9,958	\$10,455	\$10,787
4 COL X 6"	\$7,937	\$8,226	\$8,659	\$9,092	\$9,380
	\$8,114	\$8,409	\$8,851	\$9,294	\$9,589
4 COL X 6"	\$7,055	\$7,312	\$7,697	\$8,082	\$8,338
3 COL X 7"	\$7,099	\$7,358	\$7,745	\$8,132	\$8,390
	\$6,173	\$6,398	\$6,735	\$7,071	\$7,296
3 COL X 6"	\$6,085	\$6,306	\$6,638	\$6,970	\$7,192
	\$5,291	\$5,484	\$5,773	\$6,061	\$6,254
2 COL X 8"	\$5,409	\$5,606	\$5,901	\$6,196	\$6,393
	\$4,704	\$4,875	\$5,131	\$5,388	\$5,559
1/8 PAGE 3 COL x 5"	\$5,071	\$5,255	\$5,532	\$5,809	\$5,993
2 COL X 7"	\$4,410	\$4,570	\$4,810	\$5,051	\$5,211
	\$4,733	\$4,905	\$5,163	\$5,421	\$5,593
	\$4,116	\$4,265	\$4,490	\$4,714	\$4,864
2 COL X 6"	\$4,057	\$4,204	\$4,426	\$4,647	\$4,794
	\$3,528	\$3,656	\$3,848	\$4,041	\$4,169
2 COL X 5"	\$3,381	\$3,504	\$3,688	\$3,872	\$3,995
	\$2,940	\$3,047	\$3,207	\$3,367	\$3,474
2 COL X 4" (*)	\$2,705	\$2,803	\$2,950	\$3,098	\$3,196
	\$2,352	\$2,437	\$2,566	\$2,694	\$2,779
2 COL X 3.5" (*)	\$2,366	\$2,453	\$2,582	\$2,711	\$2,797
	\$2,058	\$2,133	\$2,245	\$2,357	\$2,432
2 COL X 3" (*)	\$2,028	\$2,102	\$2,213	\$2,323	\$2,397
	\$1,764	\$1,828	\$1,924	\$2,020	\$2,085
2 COL X 2.5" (*)	\$1,690	\$1,752	\$1,844	\$1,936	\$1,998
	\$1,470	\$1,523	\$1,603	\$1,684	\$1,737
2 COL X 2" (*)	\$1,352	\$1,401	\$1,475	\$1,549	\$1,598
	\$1,176	\$1,219	\$1,283	\$1,347	\$1,390

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.

