

Retail Zoned Rates (non-commissionable)

Sunday Detroit Zone

COLOR
B&W

Detroit Free Press
The Detroit News

	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
PAGE	\$1,953	\$2,441	\$2,929	\$3,396	\$3,736	\$4,075	\$4,500
6 COL x 19.75"	\$1,698	\$2,123	\$2,547	\$2,953	\$3,248	\$3,544	\$3,913
JR. FULL PAGE	\$1,780	\$2,225	\$2,670	\$3,095	\$3,405	\$3,714	\$4,101
5 COL X 18"	\$1,548	\$1,934	\$2,321	\$2,691	\$2,961	\$3,230	\$3,566
6 COL X 14"	\$1,661	\$2,076	\$2,492	\$2,889	\$3,178	\$3,466	\$3,828
	\$1,444	\$1,805	\$2,167	\$2,512	\$2,763	\$3,014	\$3,328
5 COL X 16"	\$1,582	\$1,977	\$2,373	\$2,751	\$3,026	\$3,301	\$3,645
	\$1,376	\$1,719	\$2,063	\$2,392	\$2,632	\$2,871	\$3,170
4 COL X 19.75"	\$1,562	\$1,953	\$2,343	\$2,717	\$2,988	\$3,260	\$3,600
	\$1,358	\$1,698	\$2,038	\$2,362	\$2,599	\$2,835	\$3,130
6 COL X 12"	\$1,424	\$1,780	\$2,136	\$2,476	\$2,724	\$2,971	\$3,281
	\$1,238	\$1,548	\$1,857	\$2,153	\$2,368	\$2,584	\$2,853
5 COL X 14"	\$1,384	\$1,730	\$2,076	\$2,407	\$2,648	\$2,889	\$3,190
	\$1,204	\$1,505	\$1,805	\$2,093	\$2,303	\$2,512	\$2,774
5 COL X 13"	\$1,285	\$1,607	\$1,928	\$2,235	\$2,459	\$2,682	\$2,962
	\$1,118	\$1,397	\$1,677	\$1,944	\$2,138	\$2,333	\$2,576
1/2 PAGE	\$1,172	\$1,465	\$1,757	\$2,038	\$2,241	\$2,445	\$2,700
(H) 6 COL x 9.875"	\$1,019	\$1,274	\$1,528	\$1,772	\$1,949	\$2,126	\$2,348
(V) 3 COL x 19.75"	\$1,329	\$1,661	\$1,993	\$2,311	\$2,542	\$2,773	\$3,062
4 COL X 14"	\$1,155	\$1,444	\$1,733	\$2,010	\$2,211	\$2,411	\$2,663
	\$1,139	\$1,424	\$1,708	\$1,981	\$2,179	\$2,377	\$2,625
4 COL X 12"	\$990	\$1,238	\$1,486	\$1,722	\$1,895	\$2,067	\$2,282
	\$783	\$979	\$1,175	\$1,362	\$1,498	\$1,634	\$1,804
3 COL X 11"	\$681	\$851	\$1,021	\$1,184	\$1,303	\$1,421	\$1,569
	\$703	\$879	\$1,054	\$1,223	\$1,345	\$1,467	\$1,620
1/4 PAGE	\$611	\$764	\$917	\$1,063	\$1,169	\$1,276	\$1,409
3 COL x 9.75"	\$625	\$781	\$937	\$1,087	\$1,195	\$1,304	\$1,440
	\$543	\$679	\$815	\$945	\$1,039	\$1,134	\$1,252
4 COL X 6"	\$547	\$683	\$820	\$951	\$1,046	\$1,141	\$1,260
	\$475	\$594	\$713	\$827	\$910	\$992	\$1,096
3 COL X 7"	\$469	\$586	\$703	\$815	\$897	\$978	\$1,080
	\$408	\$509	\$611	\$709	\$780	\$850	\$939
3 COL X 6"	\$417	\$521	\$625	\$724	\$797	\$869	\$960
	\$362	\$453	\$543	\$630	\$693	\$756	\$835
2 COL X 8"	\$391	\$488	\$586	\$679	\$747	\$815	\$900
	\$340	\$425	\$509	\$591	\$650	\$709	\$783
2 COL X 7"	\$365	\$456	\$547	\$634	\$697	\$761	\$840
	\$317	\$396	\$475	\$551	\$606	\$661	\$730
2 COL X 6"	\$312	\$391	\$469	\$543	\$598	\$652	\$720
	\$272	\$340	\$408	\$472	\$520	\$567	\$626
2 COL X 5"	\$260	\$325	\$391	\$453	\$498	\$543	\$600
	\$226	\$283	\$340	\$394	\$433	\$472	\$522
2 COL X 4" (*)	\$208	\$260	\$312	\$362	\$398	\$435	\$480
	\$181	\$226	\$272	\$315	\$346	\$378	\$417
2 COL X 3.5"(*)	\$182	\$228	\$273	\$317	\$349	\$380	\$420
	\$158	\$198	\$238	\$276	\$303	\$331	\$365
2 COL X 3" (*)	\$156	\$195	\$234	\$272	\$299	\$326	\$360
	\$136	\$170	\$204	\$236	\$260	\$283	\$313
2 COL X 2.5" (*)	\$130	\$163	\$195	\$226	\$249	\$272	\$300
	\$113	\$142	\$170	\$197	\$217	\$236	\$261
2 COL X 2" (*)	\$104	\$130	\$156	\$181	\$199	\$217	\$240
	\$91	\$113	\$136	\$157	\$173	\$189	\$209

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.

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313-222-2700 for more information or to be assigned an account executive.



Rates, March 2009

