

**Retail Zoned Rates (non-commissionable)**

Sunday East, West or North Zones

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	\$3,645	\$4,556	\$5,468	\$6,339	\$6,973	\$7,607	\$8,399
6 COL x 19.75"	\$3,170	\$3,962	\$4,754	\$5,512	\$6,064	\$6,615	\$7,304
JR. FULL PAGE	\$3,322	\$4,153	\$4,983	\$5,777	\$6,355	\$6,933	\$7,655
5 COL X 18"	\$2,889	\$3,611	\$4,333	\$5,024	\$5,526	\$6,029	\$6,657
6 COL X 14"	\$3,101	\$3,876	\$4,651	\$5,392	\$5,932	\$6,471	\$7,145
	\$2,696	\$3,370	\$4,044	\$4,689	\$5,158	\$5,627	\$6,213
5 COL X 16"	\$2,953	\$3,691	\$4,429	\$5,136	\$5,649	\$6,163	\$6,805
	\$2,568	\$3,210	\$3,852	\$4,466	\$4,912	\$5,359	\$5,917
4 COL X 19.75"	\$2,916	\$3,645	\$4,374	\$5,071	\$5,578	\$6,086	\$6,720
	\$2,536	\$3,170	\$3,804	\$4,410	\$4,851	\$5,292	\$5,843
6 COL X 12"	\$2,658	\$3,322	\$3,986	\$4,622	\$5,084	\$5,546	\$6,124
	\$2,311	\$2,889	\$3,466	\$4,019	\$4,421	\$4,823	\$5,325
5 COL X 14"	\$2,584	\$3,230	\$3,876	\$4,494	\$4,943	\$5,392	\$5,954
	\$2,247	\$2,809	\$3,370	\$3,907	\$4,298	\$4,689	\$5,177
5 COL X 13"	\$2,399	\$2,999	\$3,599	\$4,173	\$4,590	\$5,007	\$5,529
	\$2,086	\$2,608	\$3,129	\$3,628	\$3,991	\$4,354	\$4,808
1/2 PAGE	\$2,187	\$2,734	\$3,281	\$3,804	\$4,184	\$4,564	\$5,040
(H) 6 COL x 9.875"	\$1,902	\$2,377	\$2,853	\$3,307	\$3,638	\$3,969	\$4,382
(V) 3 COL x 19.75"	\$2,480	\$3,101	\$3,721	\$4,314	\$4,745	\$5,177	\$5,716
4 COL X 14"	\$2,157	\$2,696	\$3,235	\$3,751	\$4,126	\$4,501	\$4,970
	\$2,126	\$2,658	\$3,189	\$3,698	\$4,067	\$4,437	\$4,899
4 COL X 12"	\$1,849	\$2,311	\$2,773	\$3,215	\$3,537	\$3,858	\$4,260
	\$1,462	\$1,827	\$2,193	\$2,542	\$2,796	\$3,051	\$3,368
3 COL X 11"	\$1,271	\$1,589	\$1,907	\$2,211	\$2,432	\$2,653	\$2,929
	\$1,312	\$1,640	\$1,968	\$2,282	\$2,510	\$2,739	\$3,024
1/4 PAGE	\$1,141	\$1,426	\$1,712	\$1,984	\$2,183	\$2,381	\$2,629
3 COL x 9.75"	\$1,166	\$1,458	\$1,750	\$2,029	\$2,231	\$2,434	\$2,688
4 COL X 6"	\$1,014	\$1,268	\$1,521	\$1,764	\$1,940	\$2,117	\$2,337
	\$1,021	\$1,276	\$1,531	\$1,775	\$1,952	\$2,130	\$2,352
3 COL X 7"	\$887	\$1,109	\$1,331	\$1,543	\$1,698	\$1,852	\$2,045
	\$875	\$1,094	\$1,312	\$1,521	\$1,674	\$1,826	\$2,016
3 COL X 6"	\$761	\$951	\$1,141	\$1,323	\$1,455	\$1,588	\$1,753
	\$778	\$972	\$1,166	\$1,352	\$1,488	\$1,623	\$1,792
2 COL X 8"	\$676	\$845	\$1,014	\$1,176	\$1,294	\$1,411	\$1,558
	\$729	\$911	\$1,094	\$1,268	\$1,395	\$1,521	\$1,680
1/8 PAGE	\$634	\$792	\$951	\$1,102	\$1,213	\$1,323	\$1,461
3 COL x 5"	\$680	\$851	\$1,021	\$1,183	\$1,302	\$1,420	\$1,568
2 COL X 7"	\$592	\$740	\$887	\$1,029	\$1,132	\$1,235	\$1,363
	\$583	\$729	\$875	\$1,014	\$1,116	\$1,217	\$1,344
2 COL X 6"	\$507	\$634	\$761	\$882	\$970	\$1,058	\$1,169
	\$486	\$608	\$729	\$845	\$930	\$1,014	\$1,120
2 COL X 5"	\$423	\$528	\$634	\$735	\$808	\$882	\$974
	\$389	\$486	\$583	\$676	\$744	\$811	\$896
2 COL X 4" (*)	\$338	\$423	\$507	\$588	\$647	\$706	\$779
	\$340	\$425	\$510	\$592	\$651	\$710	\$784
2 COL X 3.5"(*)	\$296	\$370	\$444	\$514	\$566	\$617	\$682
	\$292	\$365	\$437	\$507	\$558	\$609	\$672
2 COL X 3" (*)	\$254	\$317	\$380	\$441	\$485	\$529	\$584
	\$243	\$304	\$365	\$423	\$465	\$507	\$560
2 COL X 2.5" (*)	\$211	\$264	\$317	\$367	\$404	\$441	\$487
	\$194	\$243	\$292	\$338	\$372	\$406	\$448
2 COL X 2" (*)	\$169	\$211	\$254	\$294	\$323	\$353	\$390

**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

