

Retail Zoned Rates (non-commissionable)

Thursday 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	\$1,484	\$1,856	\$2,227	\$2,582	\$2,840	\$3,098	\$3,421
6 COL x 19.75"	\$1,291	\$1,614	\$1,936	\$2,245	\$2,469	\$2,694	\$2,974
JR. FULL PAGE	\$1,353	\$1,691	\$2,029	\$2,353	\$2,588	\$2,823	\$3,118
5 COL X 18"	\$1,176	\$1,471	\$1,765	\$2,046	\$2,251	\$2,455	\$2,711
6 COL X 14"	\$1,263	\$1,578	\$1,894	\$2,196	\$2,416	\$2,635	\$2,910
	\$1,098	\$1,372	\$1,647	\$1,910	\$2,101	\$2,291	\$2,530
5 COL X 16"	\$1,203	\$1,503	\$1,804	\$2,091	\$2,301	\$2,510	\$2,771
	\$1,046	\$1,307	\$1,569	\$1,819	\$2,000	\$2,182	\$2,410
4 COL X 19.75"	\$1,188	\$1,484	\$1,781	\$2,065	\$2,272	\$2,478	\$2,736
	\$1,033	\$1,291	\$1,549	\$1,796	\$1,975	\$2,155	\$2,380
6 COL X 12"	\$1,082	\$1,353	\$1,623	\$1,882	\$2,071	\$2,259	\$2,494
	\$941	\$1,176	\$1,412	\$1,637	\$1,800	\$1,964	\$2,169
5 COL X 14"	\$1,052	\$1,315	\$1,578	\$1,830	\$2,013	\$2,196	\$2,425
	\$915	\$1,144	\$1,372	\$1,591	\$1,750	\$1,910	\$2,108
5 COL X 13"	\$977	\$1,221	\$1,466	\$1,699	\$1,869	\$2,039	\$2,252
	\$850	\$1,062	\$1,274	\$1,478	\$1,625	\$1,773	\$1,958
1/2 PAGE (H) 6 COL x 9.875" (V) 3 COL x 19.75"	\$891	\$1,113	\$1,336	\$1,549	\$1,704	\$1,859	\$2,052
	\$774	\$968	\$1,162	\$1,347	\$1,482	\$1,616	\$1,785
4 COL X 14"	\$1,010	\$1,263	\$1,515	\$1,757	\$1,932	\$2,108	\$2,328
	\$878	\$1,098	\$1,318	\$1,528	\$1,680	\$1,833	\$2,024
4 COL X 12"	\$866	\$1,082	\$1,299	\$1,506	\$1,656	\$1,807	\$1,995
	\$753	\$941	\$1,129	\$1,309	\$1,440	\$1,571	\$1,735
3 COL X 11"	\$595	\$744	\$893	\$1,035	\$1,139	\$1,242	\$1,372
	\$518	\$647	\$776	\$900	\$990	\$1,080	\$1,193
1/4 PAGE 3 COL x 9.75"	\$534	\$668	\$802	\$929	\$1,022	\$1,115	\$1,231
	\$465	\$581	\$697	\$808	\$889	\$970	\$1,071
4 COL X 6"	\$475	\$594	\$713	\$826	\$909	\$991	\$1,095
	\$413	\$516	\$620	\$718	\$790	\$862	\$952
3 COL X 7"	\$416	\$520	\$623	\$723	\$795	\$867	\$958
	\$361	\$452	\$542	\$629	\$691	\$754	\$833
3 COL X 6"	\$356	\$445	\$534	\$620	\$682	\$744	\$821
	\$310	\$387	\$465	\$539	\$593	\$647	\$714
2 COL X 8"	\$317	\$396	\$475	\$551	\$606	\$661	\$730
	\$275	\$344	\$413	\$479	\$527	\$575	\$635
1/8 PAGE 3 COL x 5"	\$297	\$371	\$445	\$516	\$568	\$620	\$684
	\$258	\$323	\$387	\$449	\$494	\$539	\$595
2 COL X 7"	\$277	\$346	\$416	\$482	\$530	\$578	\$639
	\$241	\$301	\$361	\$419	\$461	\$503	\$555
2 COL X 6"	\$238	\$297	\$356	\$413	\$454	\$496	\$547
	\$207	\$258	\$310	\$359	\$395	\$431	\$476
2 COL X 5"	\$198	\$247	\$297	\$344	\$379	\$413	\$456
	\$172	\$215	\$258	\$299	\$329	\$359	\$397
2 COL X 4" (*)	\$158	\$198	\$238	\$275	\$303	\$330	\$365
	\$138	\$172	\$207	\$239	\$263	\$287	\$317
2 COL X 3.5"(*)	\$139	\$173	\$208	\$241	\$265	\$289	\$319
	\$120	\$151	\$181	\$210	\$230	\$251	\$278
2 COL X 3" (*)	\$119	\$148	\$178	\$207	\$227	\$248	\$274
	\$103	\$129	\$155	\$180	\$198	\$216	\$238
2 COL X 2.5" (*)	\$99	\$124	\$148	\$172	\$189	\$207	\$228
	\$86	\$108	\$129	\$150	\$165	\$180	\$198
2 COL X 2" (*)	\$79	\$99	\$119	\$138	\$151	\$165	\$182
	\$69	\$86	\$103	\$120	\$132	\$144	\$159

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.

Call us today at 313-222-2700 for more information or to be assigned an account executive.



Rates, March 2009

