

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

Thursday 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	\$2,651	\$3,313	\$3,976	\$4,610	\$5,071	\$5,532	\$6,108
6 COL x 19.75"	\$2,305	\$2,881	\$3,458	\$4,009	\$4,410	\$4,810	\$5,312
JR. FULL PAGE	\$2,416	\$3,020	\$3,624	\$4,202	\$4,622	\$5,042	\$5,567
5 COL X 18"	\$2,101	\$2,626	\$3,151	\$3,653	\$4,019	\$4,384	\$4,841
6 COL X 14"	\$2,255	\$2,819	\$3,382	\$3,921	\$4,314	\$4,706	\$5,196
	\$1,961	\$2,451	\$2,941	\$3,410	\$3,751	\$4,092	\$4,518
5 COL X 16"	\$2,147	\$2,684	\$3,221	\$3,735	\$4,108	\$4,482	\$4,948
	\$1,867	\$2,334	\$2,801	\$3,248	\$3,572	\$3,897	\$4,303
4 COL X 19.75"	\$2,121	\$2,651	\$3,181	\$3,688	\$4,057	\$4,426	\$4,887
	\$1,844	\$2,305	\$2,766	\$3,207	\$3,528	\$3,848	\$4,249
6 COL X 12"	\$1,933	\$2,416	\$2,899	\$3,361	\$3,697	\$4,033	\$4,454
	\$1,681	\$2,101	\$2,521	\$2,923	\$3,215	\$3,507	\$3,873
5 COL X 14"	\$1,879	\$2,349	\$2,819	\$3,268	\$3,595	\$3,921	\$4,330
	\$1,634	\$2,042	\$2,451	\$2,842	\$3,126	\$3,410	\$3,765
5 COL X 13"	\$1,745	\$2,181	\$2,617	\$3,034	\$3,338	\$3,641	\$4,021
	\$1,517	\$1,897	\$2,276	\$2,639	\$2,902	\$3,166	\$3,496
1/2 PAGE	\$1,590	\$1,988	\$2,386	\$2,766	\$3,043	\$3,319	\$3,665
(H) 6 COL x 9.875"	\$1,383	\$1,729	\$2,075	\$2,405	\$2,646	\$2,886	\$3,187
(V) 3 COL x 19.75"							
4 COL X 14"	\$1,804	\$2,255	\$2,706	\$3,137	\$3,451	\$3,765	\$4,157
	\$1,569	\$1,961	\$2,353	\$2,728	\$3,001	\$3,274	\$3,615
4 COL X 12"	\$1,546	\$1,933	\$2,319	\$2,689	\$2,958	\$3,227	\$3,563
	\$1,344	\$1,681	\$2,017	\$2,338	\$2,572	\$2,806	\$3,098
3 COL X 11"	\$1,063	\$1,329	\$1,594	\$1,849	\$2,034	\$2,218	\$2,449
	\$924	\$1,155	\$1,387	\$1,608	\$1,768	\$1,929	\$2,130
1/4 PAGE	\$954	\$1,193	\$1,431	\$1,660	\$1,826	\$1,992	\$2,199
3 COL x 9.75"	\$830	\$1,037	\$1,245	\$1,443	\$1,587	\$1,732	\$1,912
4 COL X 6"	\$848	\$1,060	\$1,272	\$1,475	\$1,623	\$1,770	\$1,955
	\$738	\$922	\$1,106	\$1,283	\$1,411	\$1,539	\$1,700
3 COL X 7"	\$742	\$928	\$1,113	\$1,291	\$1,420	\$1,549	\$1,710
	\$645	\$807	\$968	\$1,122	\$1,235	\$1,347	\$1,487
3 COL X 6"	\$636	\$795	\$954	\$1,106	\$1,217	\$1,328	\$1,466
	\$553	\$692	\$830	\$962	\$1,058	\$1,155	\$1,275
2 COL X 8"	\$565	\$707	\$848	\$983	\$1,082	\$1,180	\$1,303
	\$492	\$615	\$738	\$855	\$941	\$1,026	\$1,133
1/8 PAGE	\$530	\$663	\$795	\$922	\$1,014	\$1,106	\$1,222
3 COL x 5"	\$461	\$576	\$692	\$802	\$882	\$962	\$1,062
2 COL X 7"	\$495	\$619	\$742	\$861	\$947	\$1,033	\$1,140
	\$430	\$538	\$645	\$748	\$823	\$898	\$991
2 COL X 6"	\$424	\$530	\$636	\$738	\$811	\$885	\$977
	\$369	\$461	\$553	\$641	\$706	\$770	\$850
2 COL X 5"	\$353	\$442	\$530	\$615	\$676	\$738	\$814
	\$307	\$384	\$461	\$534	\$588	\$641	\$708
2 COL X 4" (*)	\$283	\$353	\$424	\$492	\$541	\$590	\$652
	\$246	\$307	\$369	\$428	\$470	\$513	\$567
2 COL X 3.5" (*)	\$247	\$309	\$371	\$430	\$473	\$516	\$570
	\$215	\$269	\$323	\$374	\$412	\$449	\$496
2 COL X 3" (*)	\$212	\$265	\$318	\$369	\$406	\$443	\$489
	\$184	\$231	\$277	\$321	\$353	\$385	\$425
2 COL X 2.5" (*)	\$177	\$221	\$265	\$307	\$338	\$369	\$407
	\$154	\$192	\$231	\$267	\$294	\$321	\$354
2 COL X 2" (*)	\$141	\$177	\$212	\$246	\$270	\$295	\$326
	\$123	\$154	\$184	\$214	\$235	\$257	\$283

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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Rates, March 2009

