

Political ad rates

PRINT RATES

| | Express Day (Mon., Tues., Wed., or Sat.) | Thurs. or Fri. | Sunday |
|----------------------|--|-----------------------|---------------|
| Full page - Color | \$4,000 | \$15,674 | \$19,244 |
| Full page - B&W | \$3,478 | \$13,630 | \$16,734 |
| Half page - Color | \$2,400 | \$9,404 | \$11,546 |
| Half page - B&W | \$2,087 | \$8,178 | \$10,040 |
| Quarter page - Color | \$1,440 | \$5,643 | \$6,928 |
| Quarter page - B&W | \$1,252 | \$4,907 | \$6,024 |

All of the above rates are NET.

The above rates include section A placement

If a candidate commits to running 10 ads prior to December 31, 2012, a 22% discount will apply to all ads.

If a candidate commits to running 5 ads prior to December 31, 2012, a 12% discount will apply to all ads.

15% repeat discount will apply if ads run within one week (does not apply to any ASAP, retail only, program).

DIGITAL RATES

Homepage Sponsorship on freep.com and detnews.com

300x250 & 88x31 ad positions

Est. 1,400,000 impressions – (100% SOV)

\$4,896.50 per day

Run of Site on (freep.com and detnews.com)

300x250, 728x90 & 160x600 ad positions

\$4.90/cpm

All of the above rates are NET.

TO ADVERTISE AND FOR MORE INFORMATION, INCLUDING DEADLINES

National, State and Advocacy Campaigns call Gail Wiener at 313-222-2123

Local Campaigns call Cathy Check at 586-826-7113