

# National TV Post *Rates*

TV Post is published each Sunday and includes comprehensive daily programming schedules for prime time, cable and independent TV stations, as well as local radio stations.

## ROP Ad

| AD SIZE      | 1 OR 2 DATES | WITH AN ANNUAL FREQUENCY AGREEMENT |               |                |                |            |
|--------------|--------------|------------------------------------|---------------|----------------|----------------|------------|
|              |              | 3 TO 5 DATES                       | 6 TO 12 DATES | 13 TO 25 DATES | 26 TO 51 DATES | 52 + DATES |
| Double Truck | \$19,462     | \$14,052                           | \$13,600      | \$13,447       | \$13,288       | \$12,220   |
| Full page    | \$8,665      | \$6,242                            | \$6,052       | \$5,982        | \$5,914        | \$5,439    |
| 3/4 page     | \$6,059      | \$4,376                            | \$4,231       | \$4,186        | \$4,143        | \$3,802    |
| 1/2 page     | \$4,864      | \$3,510                            | \$3,397       | \$3,359        | \$3,321        | \$3,054    |
| 1/3 page     | \$3,555      | \$2,569                            | \$2,485       | \$2,454        | \$2,429        | \$2,233    |
| 1/4 page     | \$2,927      | \$2,087                            | \$2,018       | \$1,997        | \$1,967        | \$1,816    |
| 1/6 page     | \$2,270      | \$1,644                            | \$1,582       | \$1,563        | \$1,550        | \$1,424    |
| 1/8 page     | \$1,513      | \$1,088                            | \$1,051       | \$1,044        | \$1,024        | \$950      |
| 1/12 page    | \$1,160      | \$854                              | \$823         | \$809          | \$760          | \$741      |
| 1/20 page    | \$602        | \$431                              | \$416         | \$411          | \$406          | \$375      |

## ROP Ad Sizes

| AD SIZE              | DIMENSIONS      |
|----------------------|-----------------|
| Full Page            | 7" x 10 1/4"    |
| 3/4 Page             | 7" x 7 1/4"     |
| 1/2 Pg. Horizontal   | 7" x 5"         |
| 1/2 Pg. Vertical     | 4 1/8" x 8 1/2" |
| 1/3 Pg. Block        | 4 1/8" x 5 1/2" |
| 1/3 Pg. Vertical     | 2 3/8" x 8 1/2" |
| 1/4 Pg. Horizontal   | 7" x 2 1/2"     |
| 1/4 Pg. Block        | 4 1/8" x 4 1/4" |
| 1/6 Pg. - Under Grid | 7" x 1 3/4"     |
| 1/8 Page             | 7" x 1 1/4"     |
| 1/12 Page            | 2 3/8" x 2"     |
| 1/20 Page            | 7" x 1/2"       |

## TV Post Color Rates

| BLACK + 1 COLOR | BLACK + 2 COLORS | BLACK + 3 COLORS |
|-----------------|------------------|------------------|
| \$1,671         | \$2,059          | \$2,837          |

## Pop-Out Page

| AD SIZE   | 1 TO 3 DATES | WITH AN ANNUAL FREQUENCY AGREEMENT |               |                |            |
|-----------|--------------|------------------------------------|---------------|----------------|------------|
|           |              | 4 TO 7 DATES                       | 8 TO 11 DATES | 12 TO 25 DATES | 26 + DATES |
| Full-page | \$3,166      | \$3,007                            | \$2,850       | \$2,691        | \$2,533    |
| Half-page | \$1,742      | \$1,655                            | \$1,567       | \$1,481        | \$1,394    |

## Pop-Out Sizes

| AD SIZE              | DIMENSIONS   |
|----------------------|--------------|
| Image Area, per page | 7" x 10 1/4" |

Advertisers purchasing all 4 Pop-Out pages get a 10% discount

## Front Page Spadea

| AD SIZE      | 1 TO 5 DATES | WITH AN ANNUAL FREQUENCY AGREEMENT |                |                |            |
|--------------|--------------|------------------------------------|----------------|----------------|------------|
|              |              | 6 TO 12 DATES                      | 13 TO 25 DATES | 26 TO 51 DATES | 52 + DATES |
| 2 half-pages | \$10,840     | \$9,856                            | \$8,959        | \$8,143        | \$7,405    |

## Spadea Size

| SPADEA               | DIMENSION        |
|----------------------|------------------|
| Image Area, per page | 3 1/2" x 10 1/4" |

All rates are per ad.

**The Palm Beach Post**  
PalmBeachPost.com

**Call your Palm Beach Post Account Executive to Advertise today.**

In The Palm Beaches: (561) 820-4300

On the Treasure Coast: (772) 223-3500

All Other Areas: (800) 432-7595 Ext. 4300