

Realtor Central Zone *Sizes* and pricing

Tuesday Local (Broadsheet Sizes)

Depth	1	2	3	4	5	6
22.5	\$197.69	\$385.95	\$547.51	\$731.46	\$1,061.47	\$1,031.14
18	\$169.84	\$311.82	\$509.51	\$679.34	\$731.46	\$857.14
16.5	\$155.68	\$286.76	\$422.41	\$552.55	\$676.91	\$795.24
15.75	\$148.61	\$297.21	\$445.82	\$594.42	\$649.17	\$891.64
15	\$141.53	\$261.53	\$385.95	\$505.88	\$621.12	\$731.46
12	\$113.22	\$210.54	\$311.82	\$410.30	\$505.88	\$598.45
11	\$97.79	\$193.40	\$282.64	\$377.79	\$518.94	\$536.66
9	\$84.92	\$169.84	\$254.75	\$339.67	\$424.59	\$509.51
8	\$75.48	\$150.96	\$226.45	\$301.93	\$377.41	\$452.89
7	\$62.47	\$124.08	\$184.80	\$244.61	\$330.24	\$396.28
5.25	\$49.54	\$93.39	\$138.39	\$184.80	\$247.68	\$274.16
4	\$35.80	\$71.33	\$106.57	\$141.52		\$226.45
3.5	\$33.02	\$66.05	\$99.07			\$198.14
3	\$26.88	\$53.60	\$80.17			\$158.89
2.5	\$23.59	\$47.18	\$66.90			
2	\$17.94	\$35.80				\$106.57
1	\$9.44	\$17.94				

Wednesday Neighborhood Post (Tab)

Depth	1	2	3	4	5	6
11	\$97.79	\$193.40	\$282.64	\$377.79	\$518.94	\$536.66
9	\$84.92	\$169.84	\$254.75	\$339.67	\$424.59	\$509.51
8	\$75.48	\$150.96	\$226.45	\$301.93	\$377.41	\$452.89
7	\$62.47	\$124.08	\$184.80	\$244.61	\$330.24	\$396.28
5.25	\$49.54	\$93.39	\$138.39	\$184.80	\$247.68	\$274.16
4	\$35.80	\$71.33	\$106.57	\$141.52		\$226.45
3.5	\$33.02	\$66.05	\$99.07			\$198.14
3	\$26.88	\$53.60	\$80.17			\$158.89
2.5	\$23.59	\$47.18	\$66.90			
2	\$17.94	\$35.80				\$106.57
1	\$9.44	\$17.94				

Saturday Local (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$242.52	\$473.46	\$671.65	\$897.31	\$1,302.15	\$1,264.95
18	\$208.34	\$382.52	\$625.03	\$833.38	\$897.31	\$1,051.48
16.5	\$190.98	\$351.78	\$518.19	\$677.83	\$830.40	\$975.55
15.75	\$182.30	\$364.60	\$546.90	\$729.20	\$796.36	\$1,093.81
15	\$173.62	\$320.82	\$473.46	\$620.58	\$761.95	\$897.31
12	\$138.90	\$258.28	\$382.52	\$503.33	\$620.58	\$734.15
11	\$119.96	\$237.25	\$346.72	\$463.45	\$636.61	\$658.34
9	\$104.17	\$208.34	\$312.52	\$416.69	\$520.86	\$625.03
8	\$92.60	\$185.19	\$277.79	\$370.39	\$462.99	\$555.58
7	\$76.64	\$152.22	\$226.70	\$300.07	\$405.11	\$486.14
5.25	\$60.77	\$114.56	\$169.77	\$226.70	\$303.84	\$336.33
4	\$43.92	\$87.50	\$130.73	\$173.61		\$277.79
3.5	\$40.51	\$81.02	\$121.53			\$243.07
3	\$32.97	\$65.76	\$98.34			\$194.91
2.5	\$28.94	\$57.87	\$82.07			
2	\$22.00	\$43.92				\$130.73
1	\$11.57	\$22.00				

Thursday Accent (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$219.56	\$428.64	\$608.07	\$812.37	\$1,178.89	\$1,145.21
18	\$188.62	\$346.31	\$565.87	\$754.49	\$812.37	\$951.95
16.5	\$172.90	\$318.48	\$469.13	\$613.67	\$751.79	\$883.20
15.75	\$165.04	\$330.09	\$495.13	\$660.18	\$720.98	\$990.27
15	\$157.19	\$290.45	\$428.64	\$561.84	\$689.82	\$812.37
12	\$125.75	\$233.83	\$346.31	\$455.69	\$561.84	\$664.65
11	\$108.60	\$214.79	\$313.90	\$419.58	\$576.35	\$596.02
9	\$94.31	\$188.62	\$282.93	\$377.24	\$471.56	\$565.87
8	\$83.83	\$167.66	\$251.50	\$335.33	\$419.16	\$502.99
7	\$69.39	\$137.81	\$205.24	\$271.67	\$366.77	\$440.12
5.25	\$55.01	\$103.72	\$153.70	\$205.24	\$275.07	\$304.49
4	\$39.77	\$79.22	\$118.36	\$157.17		\$251.50
3.5	\$36.68	\$73.35	\$110.03			\$220.06
3	\$29.85	\$59.53	\$89.03			\$176.46
2.5	\$26.20	\$52.40	\$74.30			
2	\$19.92	\$39.77				\$118.36
1	\$10.48	\$19.92				

Sunday Accent (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$309.39	\$604.01	\$856.84	\$1,144.73	\$1,661.19	\$1,613.73
18	\$265.79	\$488.00	\$797.37	\$1,063.16	\$1,144.73	\$1,341.41
16.5	\$243.64	\$448.78	\$661.06	\$864.73	\$1,059.36	\$1,244.54
15.75	\$232.57	\$465.13	\$697.70	\$930.27	\$1,015.94	\$1,395.40
15	\$221.49	\$409.29	\$604.01	\$791.70	\$972.04	\$1,144.73
12	\$177.19	\$329.50	\$488.00	\$642.12	\$791.70	\$936.57
11	\$153.03	\$302.67	\$442.32	\$591.24	\$812.14	\$839.86
9	\$132.90	\$265.79	\$398.69	\$531.58	\$664.48	\$797.37
8	\$118.13	\$236.26	\$354.39	\$472.52	\$590.65	\$708.78
7	\$97.77	\$194.19	\$289.21	\$382.81	\$516.82	\$620.18
5.25	\$77.52	\$146.15	\$216.58	\$289.21	\$387.61	\$429.07
4	\$56.03	\$111.63	\$166.78	\$221.48		\$354.39
3.5	\$51.68	\$103.36	\$155.04			\$310.09
3	\$42.07	\$83.89	\$125.46			\$248.66
2.5	\$36.92	\$73.83	\$104.70			
2	\$28.07	\$56.03				\$166.78
1	\$14.77	\$28.07				

Sunday Residences (Tab)

Depth	1	2	3	4	5	6
11	\$145.38	\$287.54	\$420.21	\$561.68	\$771.54	\$797.88
9	\$126.25	\$252.50	\$378.76	\$505.01	\$631.26	\$757.51
8	\$112.22	\$224.45	\$336.67	\$448.90	\$561.12	\$673.34
7	\$92.88	\$184.48	\$274.75	\$363.67	\$490.98	\$589.18
5.25	\$73.65	\$138.84	\$205.75	\$274.75	\$368.24	\$407.62
4	\$53.23	\$106.05	\$158.44	\$210.41		\$336.67
3.5	\$49.10	\$98.20	\$147.29			\$294.59
3	\$39.96	\$79.69	\$119.19			\$236.23
2.5	\$35.07	\$70.14	\$99.47			
2	\$26.67	\$53.23				\$158.44
1	\$14.03	\$26.67				

- Modular Best Value Sizes
- Standard Advertising Units
- Other Available Sizes
- Not Available

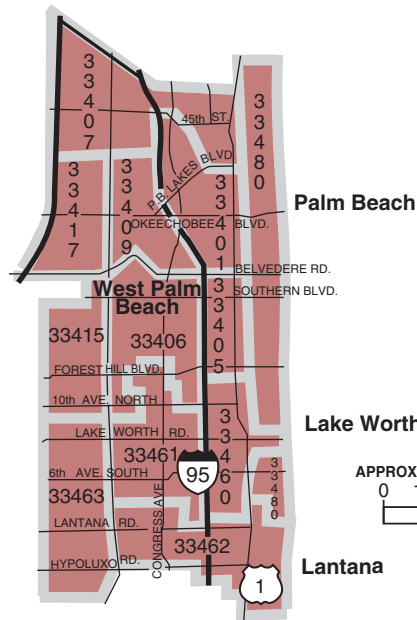
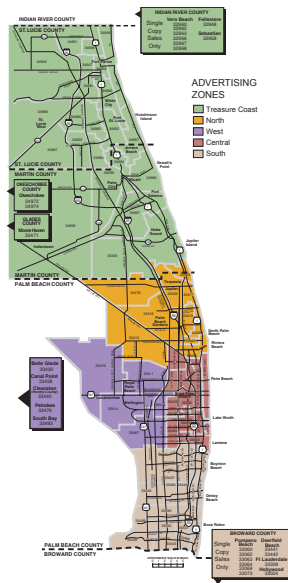
Frequency Incentives

1X within 7 days	0%
2X within 7 days	20%
3X within 7 days	25%
4X within 7 days	30%
5 or 6X within 7 days	35%
7 X within 7 days	40%

Multiple Zone Incentives

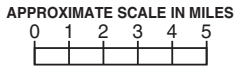
1 zone in 1 day	0%
2 zones in 1 day	10%
3 zones in 1 day	15%
4 to 5 zones in 1 day	20%

The Palm Beach Post *Central* Zone



Central Zip Code Guide

33401	33409	33461
33405	33415	33462
33406	33417	33463
33407	33460	33480



Each week, 211,500, or nearly 8 out of 10, of the 267,100 total adults in the Central Zone are reached by The Palm Beach Post in print and online.

	Total Market	Central Zone
Total Adults	1,439,300	267,100
Adults Ages 18 to 44	40%	47%
Adults Ages 45 to 64	31%	32%
Adults Age 65 or older	29%	21%
Median Age	51.2	46.6
Household Income under \$35,000	24%	25%
Household Income \$35,000 to \$74,999	38%	41%
Household Income \$75,000 or more	38%	34%
Median Household Income	\$58,118	\$55,966

Weekly reach is the net of The Palm Beach Post on 5-weekdays and 1-Sunday in print and 7-days online on PalmBeachPost.com. Source: 2006 Scarborough Report, Release 2