

Realtor West Zone *Sizes* and pricing

Tuesday Local (Broadsheet Sizes)

Depth	1	2	3	4	5	6
22.5	\$113.08	\$220.76	\$313.17	\$418.40	\$607.16	\$589.82
18	\$97.15	\$178.36	\$291.44	\$388.58	\$418.40	\$490.28
16.5	\$89.05	\$164.03	\$241.62	\$316.06	\$387.19	\$454.88
15.75	\$85.00	\$170.01	\$255.01	\$340.01	\$371.32	\$510.02
15	\$80.96	\$149.59	\$220.76	\$289.36	\$355.28	\$418.40
12	\$64.76	\$120.43	\$178.36	\$234.69	\$289.36	\$342.32
11	\$55.93	\$110.62	\$161.67	\$216.10	\$296.84	\$306.97
9	\$48.57	\$97.15	\$145.72	\$194.29	\$242.87	\$291.44
8	\$43.18	\$86.35	\$129.53	\$172.70	\$215.88	\$259.06
7	\$35.74	\$70.97	\$105.70	\$139.92	\$188.90	\$226.67
5.25	\$28.33	\$53.42	\$79.16	\$105.70	\$141.67	\$156.82
4	\$20.48	\$40.80	\$60.96	\$80.95		\$129.53
3.5	\$18.89	\$37.78	\$56.67			\$113.34
3	\$15.38	\$30.66	\$45.85			\$90.88
2.5	\$13.49	\$26.99	\$38.27			
2	\$10.26	\$20.48				\$60.96
1	\$5.40	\$10.26				

Wednesday Neighborhood Post (Tab)

Depth	1	2	3	4	5	6
11	\$55.93	\$110.62	\$161.67	\$216.10	\$296.84	\$306.97
9	\$48.57	\$97.15	\$145.72	\$194.29	\$242.87	\$291.44
8	\$43.18	\$86.35	\$129.53	\$172.70	\$215.88	\$259.06
7	\$35.74	\$70.97	\$105.70	\$139.92	\$188.90	\$226.67
5.25	\$28.33	\$53.42	\$79.16	\$105.70	\$141.67	\$156.82
4	\$20.48	\$40.80	\$60.96	\$80.95		\$129.53
3.5	\$18.89	\$37.78	\$56.67			\$113.34
3	\$15.38	\$30.66	\$45.85			\$90.88
2.5	\$13.49	\$26.99	\$38.27			
2	\$10.26	\$20.48				\$60.96
1	\$5.40	\$10.26				

Thursday Accent (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$125.59	\$245.18	\$347.81	\$464.67	\$674.32	\$655.05
18	\$107.89	\$198.09	\$323.67	\$431.56	\$464.67	\$544.51
16.5	\$98.90	\$182.17	\$268.34	\$351.01	\$430.02	\$505.19
15.75	\$94.40	\$188.81	\$283.21	\$377.62	\$412.39	\$566.43
15	\$89.91	\$166.14	\$245.18	\$321.37	\$394.57	\$464.67
12	\$71.93	\$133.75	\$198.09	\$260.65	\$321.37	\$380.18
11	\$62.12	\$122.86	\$179.55	\$240.00	\$329.67	\$340.92
9	\$53.95	\$107.89	\$161.84	\$215.78	\$269.73	\$323.67
8	\$47.95	\$95.90	\$143.85	\$191.81	\$239.76	\$287.71
7	\$39.69	\$78.82	\$117.40	\$155.39	\$209.79	\$251.74
5.25	\$31.47	\$59.33	\$87.91	\$117.40	\$157.34	\$174.17
4	\$22.75	\$45.31	\$67.70	\$89.90		\$143.85
3.5	\$20.98	\$41.96	\$62.94			\$125.87
3	\$17.08	\$34.05	\$50.93			\$100.94
2.5	\$14.98	\$29.97	\$42.50			
2	\$11.39	\$22.75				\$67.70
1	\$5.99	\$11.39				

Saturday Local (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$138.72	\$270.82	\$384.19	\$513.27	\$744.84	\$723.56
18	\$119.17	\$218.81	\$357.52	\$476.70	\$513.27	\$601.45
16.5	\$109.24	\$201.22	\$296.41	\$387.72	\$474.99	\$558.02
15.75	\$104.28	\$208.55	\$312.83	\$417.11	\$455.52	\$625.66
15	\$99.31	\$183.51	\$270.82	\$354.98	\$435.84	\$513.27
12	\$79.45	\$147.74	\$218.81	\$287.91	\$354.98	\$419.94
11	\$68.62	\$135.71	\$198.33	\$265.10	\$364.14	\$376.57
9	\$59.59	\$119.17	\$178.76	\$238.35	\$297.93	\$357.52
8	\$52.97	\$105.93	\$158.90	\$211.86	\$264.83	\$317.80
7	\$43.84	\$87.07	\$129.67	\$171.64	\$231.73	\$278.07
5.25	\$34.76	\$65.53	\$97.11	\$129.67	\$173.80	\$192.38
4	\$25.12	\$50.05	\$74.78	\$99.31		\$158.90
3.5	\$23.17	\$46.35	\$69.52			\$139.04
3	\$18.86	\$37.61	\$56.25			\$111.49
2.5	\$16.55	\$33.10	\$46.95			
2	\$12.59	\$25.12				\$74.78
1	\$6.62	\$12.59				

Sunday Residences (Tab)

Depth	1	2	3	4	5	6
11	\$131.18	\$259.45	\$379.17	\$506.82	\$696.18	\$719.94
9	\$113.92	\$227.84	\$341.76	\$455.68	\$569.60	\$683.52
8	\$101.26	\$202.52	\$303.79	\$405.05	\$506.31	\$607.57
7	\$83.81	\$166.46	\$247.91	\$328.15	\$443.02	\$531.63
5.25	\$66.45	\$125.28	\$185.65	\$247.91	\$332.27	\$367.80
4	\$48.03	\$95.69	\$142.97	\$189.85		\$303.79
3.5	\$44.30	\$88.60	\$132.91			\$265.81
3	\$36.06	\$71.91	\$107.55			\$213.15
2.5	\$31.64	\$63.29	\$89.75			
2	\$24.06	\$48.03				\$142.97
1	\$12.66	\$24.06				

Sunday Accent (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$176.97	\$345.49	\$490.11	\$654.78	\$950.20	\$923.05
18	\$152.03	\$279.13	\$456.09	\$608.13	\$654.78	\$767.28
16.5	\$139.36	\$256.70	\$378.13	\$464.62	\$605.95	\$711.87
15.75	\$133.03	\$266.06	\$399.08	\$532.11	\$581.12	\$798.17
15	\$126.69	\$234.11	\$345.49	\$452.85	\$556.00	\$654.78
12	\$101.35	\$188.47	\$279.13	\$367.29	\$452.85	\$535.72
11	\$87.54	\$173.12	\$253.01	\$338.19	\$464.54	\$480.40
9	\$76.02	\$152.03	\$228.05	\$304.06	\$380.08	\$456.09
8	\$67.57	\$135.14	\$202.71	\$270.28	\$337.85	\$405.42
7	\$55.93	\$111.07	\$165.43	\$218.97	\$295.62	\$354.74
5.25	\$44.34	\$83.60	\$123.88	\$165.43	\$221.71	\$245.42
4	\$32.05	\$63.85	\$95.40	\$126.68		\$202.71
3.5	\$29.56	\$59.12	\$88.69			\$177.37
3	\$24.06	\$47.98	\$71.76			\$142.23
2.5	\$21.12	\$42.23	\$59.89			
2	\$16.06	\$32.05				\$95.40
1	\$8.45	\$16.06				

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

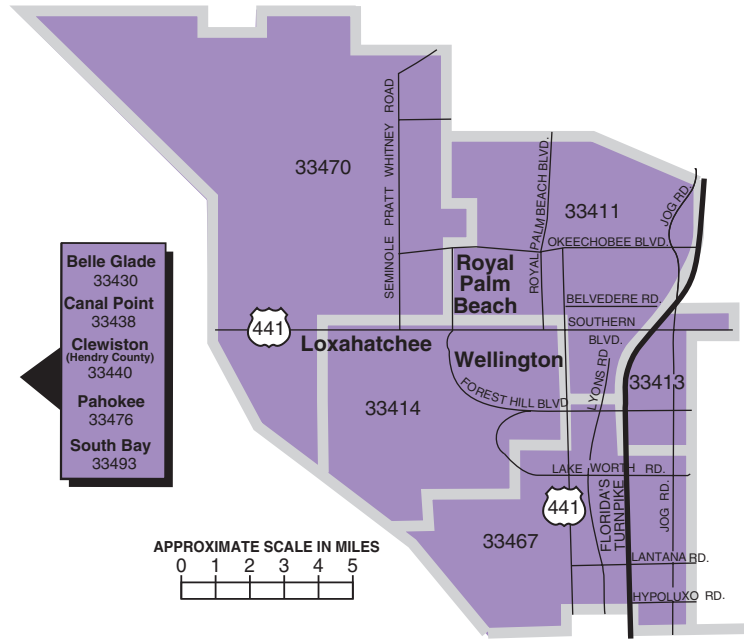
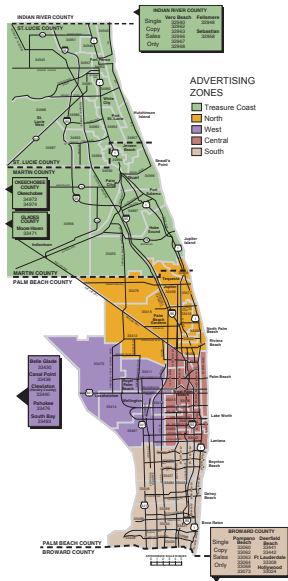
Frequency Incentives

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 *West Zone*



Belle Glade
33430
Canal Point
33438
Clewiston
(Hendry County)
33440
Pahoee
33476
South Bay
33493

33411	33438	33476
33413	33440	33493
33414	33467	
33430	33470	

Each week, 128,000, or nearly three-fourths, of the 177,600 total adults in the West Zone are reached by The Palm Beach Post in print and online.

	Total Market	West Zone
Total Adults	1,439,300	177,600
Adults Ages 18 to 44	40%	50%
Adults Ages 45 to 64	31%	33%
Adults Age 65 or older	29%	17%
Median Age	51.2	45.1
Household Income under \$35,000	24%	20%
Household Income \$35,000 to \$74,999	38%	35%
Household Income \$75,000 or more	38%	45%
Median Household Income	\$58,118	\$68,484

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