

# Retail West Zone *Sizes* and pricing

## Tuesday Local (Broadsheet Sizes)

Depth	1	2	3	4	5	6
22.5	226.16	441.53	626.35	836.79	1,214.33	1,179.63
18	194.29	356.72	582.88	777.17	836.79	980.56
16.5	178.10	328.05	483.24	632.12	774.39	909.75
15.75	170.01	340.01	510.02	680.02	742.65	1,020.03
15	161.91	299.19	441.53	578.73	710.56	836.79
12	129.53	240.86	356.72	469.38	578.73	684.63
11	111.87	221.25	323.34	432.19	593.67	613.94
9	97.15	194.29	291.44	388.58	485.73	582.88
8	86.35	172.70	259.06	345.41	431.76	518.11
7	71.47	141.95	211.41	279.83	377.79	453.35
5.25	56.67	106.84	158.32	211.41	283.34	313.64
4	40.96	81.60	121.91	161.90		259.06
3.5	37.78	75.56	113.34			226.67
3	30.75	61.32	91.71			181.77
2.5	26.99	53.97	76.54			
2	20.52	40.96				121.91
1	10.79	20.52				

## Thursday Accent (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$251.17	\$490.36	\$695.62	\$929.34	\$1,348.63	\$1,310.10
18	\$215.78	\$396.18	\$647.34	\$863.13	\$929.34	\$1,089.02
16.5	\$197.80	\$364.34	\$536.68	\$702.03	\$860.04	\$1,010.37
15.75	\$188.81	\$377.62	\$566.43	\$755.23	\$824.79	\$1,132.85
15	\$179.82	\$332.28	\$490.36	\$642.74	\$789.15	\$929.34
12	\$143.85	\$267.50	\$396.18	\$521.30	\$642.74	\$760.35
11	\$124.24	\$245.72	\$359.10	\$480.00	\$659.33	\$681.84
9	\$107.89	\$215.78	\$323.67	\$431.56	\$539.45	\$647.34
8	\$95.90	\$191.81	\$287.71	\$383.61	\$479.51	\$575.42
7	\$79.38	\$157.65	\$234.79	\$310.78	\$419.57	\$503.49
5.25	\$62.94	\$118.65	\$175.83	\$234.79	\$314.68	\$348.34
4	\$45.49	\$90.63	\$135.40	\$178.81		\$287.71
3.5	\$41.96	\$83.91	\$125.87			\$251.74
3	\$34.15	\$68.10	\$101.85			\$201.87
2.5	\$29.97	\$59.94	\$85.00			
2	\$22.79	\$45.49				\$135.40
1	\$11.99	\$22.79				

## Saturday Local (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$277.44	\$541.64	\$768.37	\$1,026.53	\$1,489.67	\$1,447.11
18	\$238.35	\$437.61	\$715.40	\$953.39	\$1,026.53	\$1,202.91
16.5	\$218.49	\$402.44	\$592.81	\$775.45	\$949.98	\$1,116.04
15.75	\$208.55	\$417.11	\$625.66	\$834.22	\$911.05	\$1,251.33
15	\$198.62	\$367.03	\$541.64	\$709.95	\$871.68	\$1,026.53
12	\$158.90	\$295.48	\$437.61	\$575.82	\$709.95	\$839.87
11	\$137.23	\$271.42	\$396.65	\$530.19	\$728.29	\$753.15
9	\$119.17	\$238.35	\$357.52	\$476.70	\$595.87	\$715.04
8	\$105.93	\$211.86	\$317.80	\$423.73	\$529.66	\$635.59
7	\$87.68	\$174.14	\$259.35	\$343.28	\$463.45	\$556.15
5.25	\$69.52	\$131.06	\$194.21	\$259.35	\$347.59	\$384.76
4	\$50.25	\$100.10	\$149.56	\$198.61		\$317.80
3.5	\$46.35	\$92.69	\$139.04			\$278.07
3	\$37.72	\$75.23	\$112.51			\$222.98
2.5	\$33.10	\$66.21	\$93.89			
2	\$25.17	\$50.25				\$149.56
1	\$13.24	\$25.17				

## Sunday Residences (Tab)

Depth	1	2	3	4	5	6
11	\$262.37	\$518.90	\$758.33	\$1,013.64	\$1,392.35	\$1,439.89
9	\$227.84	\$455.68	\$683.52	\$911.36	\$1,139.20	\$1,367.04
8	\$202.52	\$405.05	\$607.57	\$810.10	\$1,012.62	\$1,215.14
7	\$167.62	\$332.92	\$495.83	\$656.30	\$886.04	\$1,063.25
5.25	\$132.91	\$250.56	\$371.30	\$495.83	\$664.53	\$735.60
4	\$96.07	\$191.38	\$285.93	\$379.71		\$607.57
3.5	\$88.60	\$177.21	\$265.81			\$531.63
3	\$72.12	\$143.82	\$215.09			\$426.30
2.5	\$63.29	\$126.58	\$179.51			
2	\$48.13	\$96.07				\$285.93
1	\$25.32	\$48.13				

## Wednesday Neighborhood Post (Tab)

Depth	1	2	3	4	5	6
11	\$111.87	\$221.25	\$323.34	\$432.19	\$593.67	\$613.94
9	\$97.15	\$194.29	\$291.44	\$388.58	\$485.73	\$582.88
8	\$86.35	\$172.70	\$259.06	\$345.41	\$431.76	\$518.11
7	\$71.47	\$141.95	\$211.41	\$279.83	\$377.79	\$453.35
5.25	\$56.67	\$106.84	\$158.32	\$211.41	\$283.34	\$313.64
4	\$40.96	\$81.60	\$121.91	\$161.90		\$259.06
3.5	\$37.78	\$75.56	\$113.34			\$226.67
3	\$30.75	\$61.32	\$91.71			\$181.77
2.5	\$26.99	\$53.97	\$76.54			
2	\$20.52	\$40.96				\$121.91
1	\$10.79	\$20.52				

## Thursday Food & Dining (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$213.51	\$416.83	\$591.31	\$789.99	\$1,146.40	\$1,113.65
18	\$183.42	\$336.77	\$550.27	\$733.70	\$789.99	\$925.72
16.5	\$168.14	\$309.70	\$456.21	\$596.76	\$731.07	\$858.87
15.75	\$160.50	\$320.99	\$481.49	\$641.99	\$701.11	\$962.98
15	\$152.85	\$282.45	\$416.83	\$546.36	\$670.81	\$789.99
12	\$122.28	\$227.39	\$336.77	\$443.13	\$546.36	\$646.34
11	\$105.61	\$208.87	\$305.25	\$408.02	\$560.46	\$579.60
9	\$91.71	\$183.42	\$275.14	\$366.85	\$458.56	\$550.27
8	\$81.52	\$163.04	\$244.57	\$326.09	\$407.61	\$489.13
7	\$67.47	\$134.01	\$199.59	\$264.18	\$356.66	\$427.99
5.25	\$53.50	\$100.86	\$149.46	\$199.59	\$267.49	\$296.10
4	\$38.67	\$77.04	\$115.10	\$152.84		\$244.57
3.5	\$35.67	\$71.33	\$107.00			\$214.00
3	\$29.03	\$57.89	\$86.58			\$171.60
2.5	\$25.48	\$50.95	\$72.26			
2	\$19.37	\$38.67				\$115.10
1	\$10.19	\$19.37				

## Sunday Accent (Broadsheet)

Depth	1	2	3	4	5	6
22.5	\$353.94	\$690.98	\$980.22	\$1,309.56	\$1,900.40	\$1,846.10
18	\$304.06	\$558.27	\$912.19	\$1,216.25	\$1,309.56	\$1,534.56
16.5	\$278.72	\$513.40	\$756.25	\$989.25	\$1,211.90	\$1,423.74
15.75	\$266.06	\$532.11	\$798.17	\$1,064.22	\$1,162.23	\$1,596.33
15	\$253.39	\$468.22	\$690.98	\$905.70	\$1,112.01	\$1,309.56
12	\$202.71	\$376.94	\$558.27	\$734.58	\$905.70	\$1,071.44
11	\$175.07	\$346.25	\$506.02	\$676.38	\$929.08	\$960.80
9	\$152.03	\$304.06	\$456.09	\$608.13	\$760.16	\$912.19
8	\$135.14	\$270.28	\$405.42	\$540.56	\$675.70	\$810.84
7	\$111.85	\$222.15	\$330.85	\$437.93	\$591.23	\$709.48
5.25	\$88.69	\$167.20	\$247.76	\$330.85	\$443.43	\$490.85
4	\$64.10	\$127.70	\$190.79	\$253.37		\$405.42
3.5	\$59.12	\$118.25	\$177.37			\$354.74
3	\$48.12	\$95.97	\$143.52			\$284.46
2.5	\$42.23	\$84.46	\$119.78			
2	\$32.11	\$64.10				\$190.79
1	\$16.89	\$32.11				

### 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%

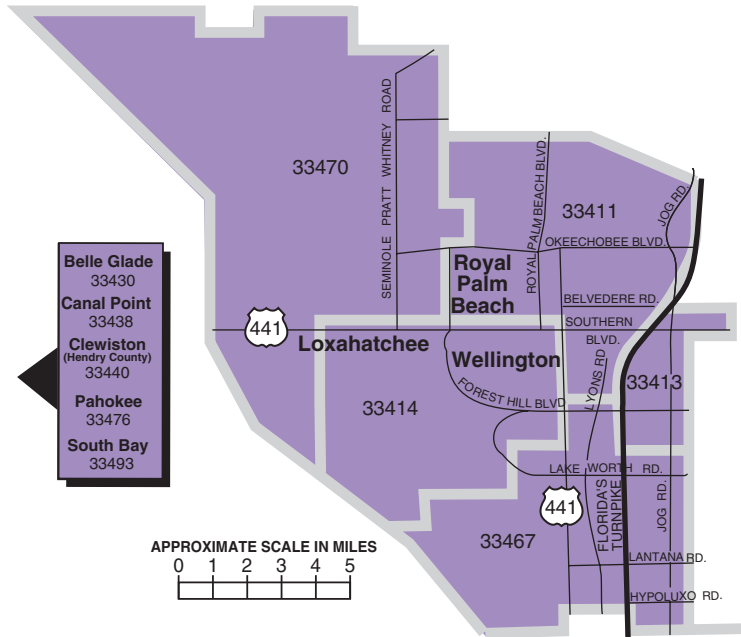
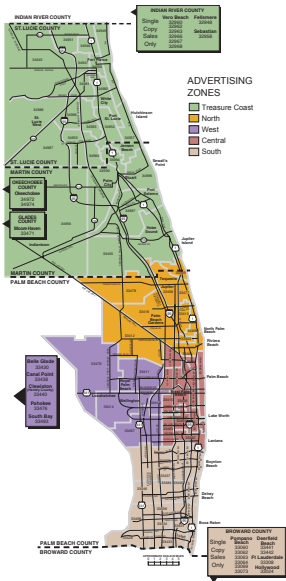
 Modular Best Value Sizes

 Standard Advertising Units

 Other Available Sizes

 Not Available

# The Palm Beach Post *West* Zone



### West Zone Zip Code Guide

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