



PalmBeachPost.com

Pricing Schedule

Rates effective November 1, 2006

(561) 820-4343

Classified Pricing Schedule Line Rates

Annual Frequency Agreement

Annual Frequency Agreement requires a daily insertion of a minimum of 6 lines per day for a period of one year from the date of acceptance. Rates are per line, per day for consecutive days.

Annual Frequency Agreement

DAILY	FRI. & SAT.	SUNDAY
\$5.65	\$6.14	\$7.63

ANNUAL REVENUE COMMITMENTS

Annual Revenue Commitment levels are shown below. A signed agreement is necessary to earn these rates. All rates shown include print, online, mobile and our kiosk networks. All in-column ads require a minimum of 6 lines per ad per insertion. The last line will be charged at \$1.00 per day. The minimum size for a Display ad is 3 inches (42 lines).

\$100,000 Level

DAILY	FRI. & SAT.	SUNDAY
\$4.21	\$4.55	\$5.60

\$75,000 Level

DAILY	FRI. & SAT.	SUNDAY
\$4.29	\$4.66	\$5.73

\$50,000 Level

DAILY	FRI. & SAT.	SUNDAY
\$4.48	\$4.86	\$6.00

\$25,000 Level

DAILY	FRI. & SAT.	SUNDAY
\$4.90	\$5.82	\$6.59

\$10,000 Level

DAILY	FRI. & SAT.	SUNDAY
\$5.65	\$6.14	\$7.63

\$5,000 Level

DAILY	FRI. & SAT.	SUNDAY
\$6.19	\$6.75	\$8.40

EARNED FREQUENCY DISCOUNTS

Discounts are earned based on consecutive frequency of each ad during a 7-day period. Multiple unique ads may not be combined to earn frequency discounts. Discounts apply to all annual revenue commitments as well as open rates and charity rates.

Frequency Level Incentive

Frequency Level	Incentive
7+ times	25% off
6 times	20% off
5 times	15% off
3-4 times	10% off
1-2 times	0% off

NON-CONTRACT RATES

Open Rates

DAILY	FRI. & SAT.	SUN.
\$11.69	\$12.80	\$16.09

National Rates**

	DAILY	SUNDAY
per line	\$17.43	\$20.47

Charity Rates

Please use the \$10,000 annual revenue commitment rates.

Funeral Announcement Rates***†

	DAILY	SAT.	SUNDAY
per line	\$6.31	\$6.31	\$6.31

Service Directory***†

# OF DAYS	DAILY	FRI. & SAT.	SUNDAY
1 to 3	\$10.90	\$11.92	\$12.75
4 to 9	\$7.92	\$8.95	\$9.74
10 to 27	\$1.82	\$1.82	\$1.82
28 to 31	\$1.38	\$1.38	\$1.38

**"Combined" refers to print, internet, mobile and kiosk products purchased in combination.

***Not eligible for earned frequency incentives.

†Kiosk network not available for this category.