

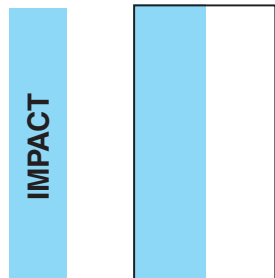
# National Charity *Rates*

Effective January 1, 2009

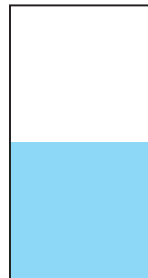
## STANDARD MODULAR SIZES - 6 COLUMN



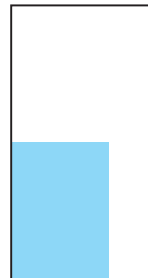
<b>DOMINANCE</b>	
<b>FULL</b>	
Mon-Wed	\$12,697.38
Thu-Sat	\$15,626.52
Sun	\$19,533.15



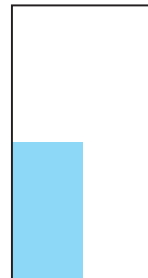
<b>IMPACT</b>	
<b>1/2 Vertical</b>	
Mon-Wed	\$ 7,449.13
Thu-Sat	\$ 9,167.56
Sun	\$11,459.45



<b>1/2 Horizontal</b>	
Mon-Wed	\$ 7,449.13
Thu-Sat	\$ 9,167.56
Sun	\$11,459.45



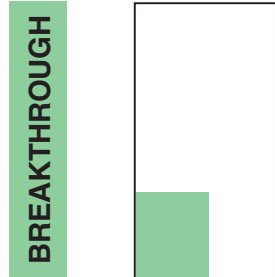
<b>1/3</b>	
Mon-Wed	\$5,718.52
Thu-Sat	\$7,037.72
Sun	\$8,797.15



<b>1/4 Vertical</b>	
Mon-Wed	\$3,931.48
Thu-Sat	\$4,838.43
Sun	\$6,048.04



<b>1/4 Horizontal</b>	
Mon-Wed	\$3,931.48
Thu-Sat	\$4,838.43
Sun	\$6,048.04



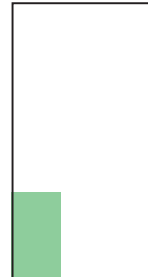
<b>BREAKTHROUGH</b>	
<b>1/6</b>	
Mon-Wed	\$2,565.70
Thu-Sat	\$3,157.58
Sun	\$3,946.97



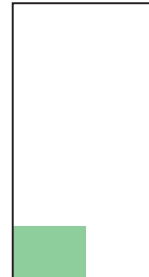
<b>1/8 Horizontal</b>	
Mon-Wed	\$1,933.27
Thu-Sat	\$2,379.26
Sun	\$2,974.07



<b>1/8 Vertical</b>	
Mon-Wed	\$1,933.27
Thu-Sat	\$2,379.26
Sun	\$2,974.07



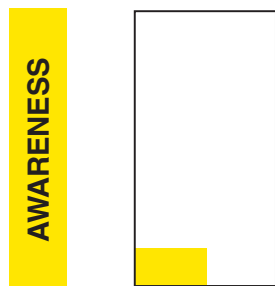
<b>1/9</b>	
Mon-Wed	\$1,722.43
Thu-Sat	\$2,119.77
Sun	\$2,649.71



<b>1/10</b>	
Mon-Wed	\$1,481.44
Thu-Sat	\$1,823.19
Sun	\$2,278.98



<b>1/12</b>	
Mon-Wed	\$1,300.68
Thu-Sat	\$1,600.73
Sun	\$2,000.91



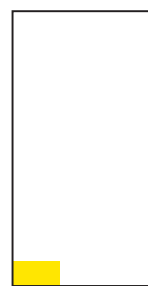
<b>AWARENESS</b>	
<b>A9</b>	
Mon-Wed	\$1,119.91
Thu-Sat	\$1,378.26
Sun	\$1,722.82



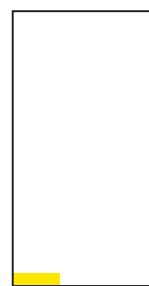
<b>A8</b>	
Mon-Wed	\$ 996.46
Thu-Sat	\$1,226.33
Sun	\$1,532.91



<b>A6</b>	
Mon-Wed	\$ 748.82
Thu-Sat	\$ 921.56
Sun	\$1,151.95



<b>A4</b>	
Mon-Wed	\$500.19
Thu-Sat	\$615.58
Sun	\$769.47



<b>A2 Horizontal</b>	
Mon-Wed	\$250.58
Thu-Sat	\$308.39
Sun	\$385.48



<b>A2 Vertical</b>	
Mon-Wed	\$250.58
Thu-Sat	\$308.39
Sun	\$385.48

**Premium Positions**  
Section A +10%  
Page 2A or 3A +15%

**Full Color**  
+25%

<b>Weekly Frequency Incentives</b>		
Number of ads within 7 days	Discount	
2	20%	
3	25%	
4	30%	
5-6	35%	
7	40%	
Weekly frequency incentives are in addition to the annual spending commitment incentive. Identical ad must run each day to qualify for frequency incentive.		

All rates at left do not include frequency incentives, section premiums, or color charges. Please see other Terms and Conditions at palmbeachpostadinfo.com. For non-standard size rates, please contact your account executive.

This pricing model is intended for estimating purposes only, and should not be considered a contract for advertising space in the Palm Beach Post.