



## The Palm Beach Post

Monday-Wednesday **\$77.87**  
 Thursday **\$80.89**  
 Friday & Saturday **\$87.15**  
 Sunday **\$106.35**

above rates are per column inch

## Post Pick-Up Discounts

Advertising schedule to publish more than one edition earns the following discounts:

NUMBER OF EDITIONS	DISCOUNT
2x	20%
3x	25%
4x	30%
5-6x	35%
7x	40%

## La Palma

**\$16.78**  
 per column inch  
 Color Rate: add \$5.50 per column inch

Publishing every Friday, La Palma addresses the ever-growing and diverse Hispanic population in Palm Beach County. A population that has different news and information needs. Needs that La Palma fulfills in every edition. Written and edited by its own full-time, multi-cultural staff, La Palma emphasizes what's of interest to Hispanic readers: local news, entertainment and information from Latin America.

	MON.-WED.	THURS.	FRI.-SAT.	SUN.
1 Color	\$1,748	\$1,818	\$2,029	\$2,362
2 Colors	\$2,189	\$2,777	\$2,541	\$2,964
3 Colors	\$2,635	\$2,740	\$3,057	\$3,563