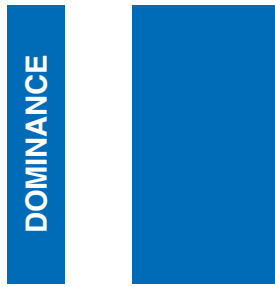


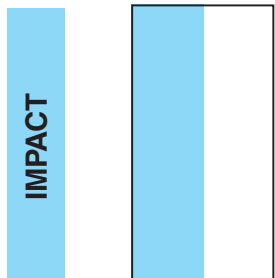
Retail Local Health *Rates*

Effective January 1, 2009

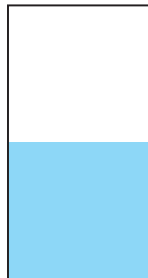
STANDARD MODULAR SIZES - 6 COLUMN



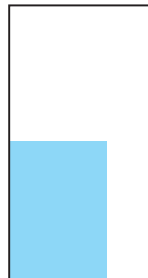
DOMINANCE	
FULL	
Mon-Wed	\$7,733.48
Thu-Sat	\$9,517.50
Sun	\$11,896.88



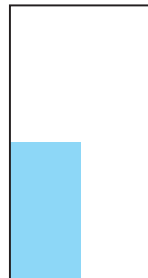
IMPACT	
1/2 Vertical	
Mon-Wed	\$4,536.97
Thu-Sat	\$5,583.60
Sun	\$6,979.50



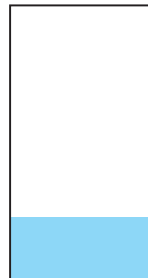
1/2 Horizontal	
Mon-Wed	\$4,536.97
Thu-Sat	\$5,583.60
Sun	\$6,979.50



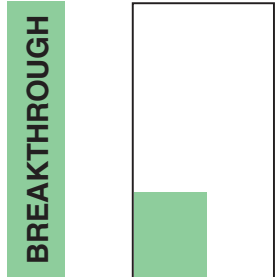
1/3	
Mon-Wed	\$3,482.93
Thu-Sat	\$4,286.40
Sun	\$5,358.00



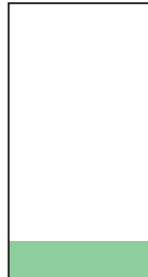
1/4 Vertical	
Mon-Wed	\$2,394.51
Thu-Sat	\$2,946.90
Sun	\$3,683.63



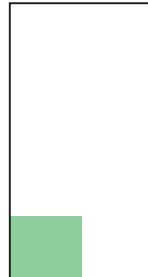
1/4 Horizontal	
Mon-Wed	\$2,394.51
Thu-Sat	\$2,946.90
Sun	\$3,683.63



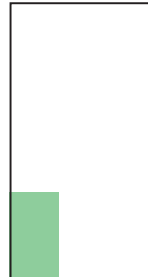
BREAKTHROUGH	
1/6	
Mon-Wed	\$1,562.67
Thu-Sat	\$1,923.16
Sun	\$2,403.95



1/8 Horizontal	
Mon-Wed	\$1,177.48
Thu-Sat	\$1,449.11
Sun	\$1,811.39



1/8 Vertical	
Mon-Wed	\$1,177.48
Thu-Sat	\$1,449.11
Sun	\$1,811.39



1/9	
Mon-Wed	\$1,049.06
Thu-Sat	\$1,291.07
Sun	\$1,613.84



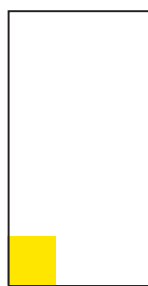
1/10	
Mon-Wed	\$902.29
Thu-Sat	\$1,110.43
Sun	\$1,388.04



1/12	
Mon-Wed	\$792.19
Thu-Sat	\$974.94
Sun	\$1,218.68



AWARENESS	
A9	
Mon-Wed	\$682.09
Thu-Sat	\$839.44
Sun	\$1,049.30



A8	
Mon-Wed	\$606.90
Thu-Sat	\$746.91
Sun	\$933.64



A6	
Mon-Wed	\$456.07
Thu-Sat	\$561.29
Sun	\$701.61



A4	
Mon-Wed	\$304.65
Thu-Sat	\$374.92
Sun	\$468.66



A2 Horizontal	
Mon-Wed	\$152.62
Thu-Sat	\$187.83
Sun	\$234.78



A2 Vertical	
Mon-Wed	\$152.62
Thu-Sat	\$187.83
Sun	\$234.78

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

Full Color
+25%

Weekly Frequency Incentives		
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.