

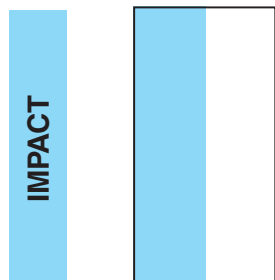
Retail Non-Profit *Rates*

Effective January 1, 2009

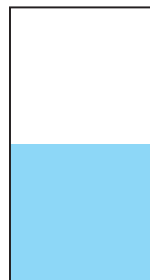
STANDARD MODULAR SIZES - 6 COLUMN



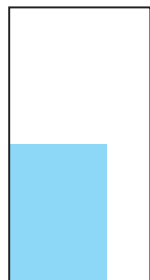
| | |
|------------------|-------------|
| DOMINANCE | |
| | FULL |
| Mon-Wed | \$6,032.11 |
| Thu-Sat | \$7,423.65 |
| Sun | \$9,279.56 |



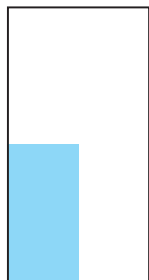
| | |
|---------------|---------------------|
| IMPACT | |
| | 1/2 Vertical |
| Mon-Wed | \$3,538.84 |
| Thu-Sat | \$4,355.21 |
| Sun | \$5,444.01 |



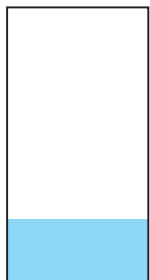
| | |
|---------------|-----------------------|
| IMPACT | |
| | 1/2 Horizontal |
| Mon-Wed | \$3,538.84 |
| Thu-Sat | \$4,355.21 |
| Sun | \$5,444.01 |



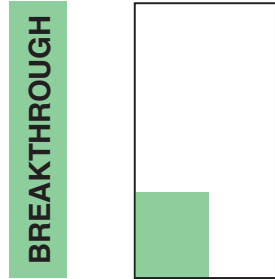
| | |
|---------------|------------|
| IMPACT | |
| | 1/3 |
| Mon-Wed | \$2,716.68 |
| Thu-Sat | \$3,343.39 |
| Sun | \$4,179.24 |



| | |
|---------------|---------------------|
| IMPACT | |
| | 1/4 Vertical |
| Mon-Wed | \$1,867.72 |
| Thu-Sat | \$2,298.58 |
| Sun | \$2,873.23 |



| | |
|---------------|-----------------------|
| IMPACT | |
| | 1/4 Horizontal |
| Mon-Wed | \$1,867.72 |
| Thu-Sat | \$2,298.58 |
| Sun | \$2,873.23 |



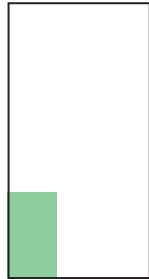
| | |
|---------------------|------------|
| BREAKTHROUGH | |
| | 1/6 |
| Mon-Wed | \$1,218.88 |
| Thu-Sat | \$1,500.06 |
| Sun | \$1,875.08 |



| | |
|---------------------|-----------------------|
| BREAKTHROUGH | |
| | 1/8 Horizontal |
| Mon-Wed | \$ 918.43 |
| Thu-Sat | \$1,130.31 |
| Sun | \$1,412.88 |



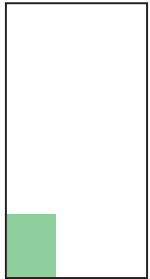
| | |
|---------------------|---------------------|
| BREAKTHROUGH | |
| | 1/8 Vertical |
| Mon-Wed | \$ 918.43 |
| Thu-Sat | \$1,130.31 |
| Sun | \$1,412.88 |



| | |
|---------------------|------------|
| BREAKTHROUGH | |
| | 1/9 |
| Mon-Wed | \$ 818.27 |
| Thu-Sat | \$1,007.03 |
| Sun | \$1,258.79 |



| | |
|---------------------|-------------|
| BREAKTHROUGH | |
| | 1/10 |
| Mon-Wed | \$ 703.78 |
| Thu-Sat | \$ 866.14 |
| Sun | \$1,082.67 |



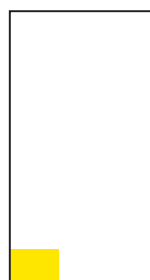
| | |
|---------------------|-------------|
| BREAKTHROUGH | |
| | 1/12 |
| Mon-Wed | \$ 617.91 |
| Thu-Sat | \$ 760.46 |
| Sun | \$ 950.57 |



| | |
|------------------|-----------|
| AWARENESS | |
| | A9 |
| Mon-Wed | \$532.03 |
| Thu-Sat | \$654.77 |
| Sun | \$818.46 |



| | |
|------------------|-----------|
| AWARENESS | |
| | A8 |
| Mon-Wed | \$473.88 |
| Thu-Sat | \$582.59 |
| Sun | \$728.24 |



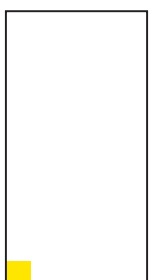
| | |
|------------------|-----------|
| AWARENESS | |
| | A6 |
| Mon-Wed | \$355.74 |
| Thu-Sat | \$437.80 |
| Sun | \$547.25 |



| | |
|------------------|-----------|
| AWARENESS | |
| | A4 |
| Mon-Wed | \$237.62 |
| Thu-Sat | \$292.44 |
| Sun | \$365.55 |



| | |
|------------------|----------------------|
| AWARENESS | |
| | A2 Horizontal |
| Mon-Wed | \$119.04 |
| Thu-Sat | \$146.50 |
| Sun | \$183.13 |



| | |
|------------------|--------------------|
| AWARENESS | |
| | A2 Vertical |
| Mon-Wed | \$119.01 |
| Thu-Sat | \$146.50 |
| Sun | \$183.13 |

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.