

Your Wednesday print ad in Notables can reach nearly 400,000 adults in our market.



Notables Readers Are:

Well-established

- 96% are year-round residents
- 89% are homeowners
- 82% are 45 years of age or older

Well-off

54% have average annual household incomes of \$50,000 or more; 34% earn \$75,000 or more

Well-educated

58% are college educated

And... 1 in 5+ weekday Post readers contributes to a cultural or social organization!

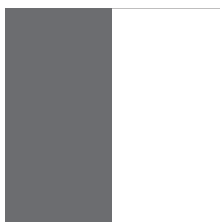
2009 Advertising Sizes & Rates

| | Size | B&W | Color |
|---------------|---------------------------|---------|---------|
| FULL PAGE | (6 col. x 10") | \$2,269 | \$2,836 |
| HALF-PAGE | (3 col. x 10") | \$1,198 | \$1,497 |
| THIRD-PAGE | (2 col. x 10") | \$782 | \$977 |
| QUARTER-PAGE | (3 col. x 5"/6 col. x 3") | \$589 | \$736 |
| SIXTH-PAGE | (1 col. x 5") | \$397 | \$496 |
| BUSINESS CARD | (2 col. x 2") | \$152 | \$190 |

Premium Positions Available (+ 20%)

- Index Page
- Calendar Page
- Social Diary
- Page 3 (full page only)
- Back Cover (full page only)

Index Page (3x10)



Calendar Page (2x10)



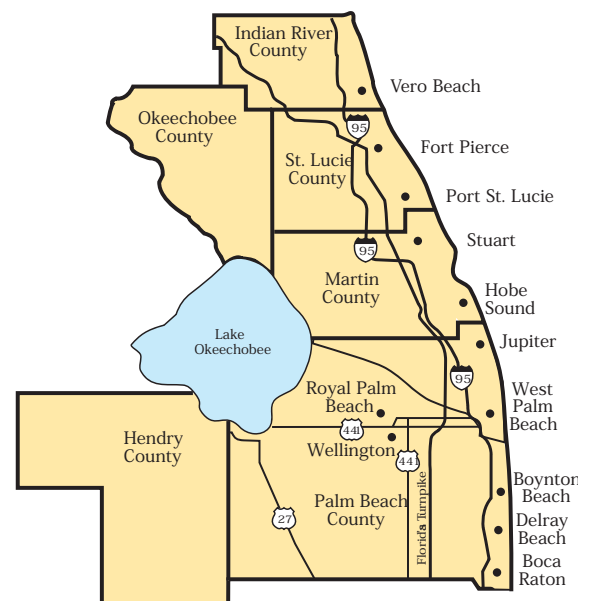
Social Diary (6x3)



Pick-up rates available. Ask your Account Executive for details.

Sources: 2009 Scarborough Report, Release 1; 2008 Minnesota Opinion Research Inc. (MORI)

Distribution Area



For more information on this advertising opportunity, (561) 820-4300.