

Neighborhood Post/Florida Pennysaver *Developer Rates*

Effective January 1, 2009

TAB STANDARD MODULAR SIZES - 6 COLUMN



TAB FULL

T. Coast	\$ 584.46
North	\$1,131.18
Central	\$1,161.62
West	\$ 664.82
South	\$ 768.80

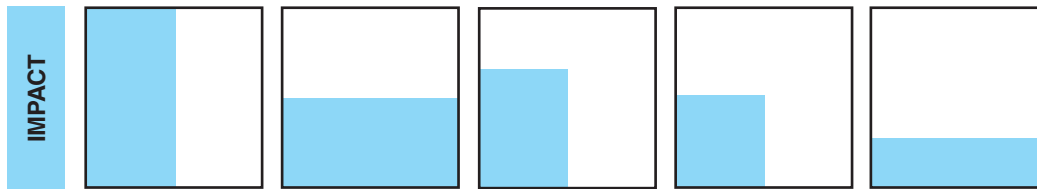
Multi-Zone Incentives	
Zones per week	Discount
2	5%
3	10%
4-5	15%

Multi-zone incentives are in addition to the annual spending commitment incentive.

Weekly Frequency Incentives	
Number of consecutive weeks	Discount
2	15%
3	20%
4	25%

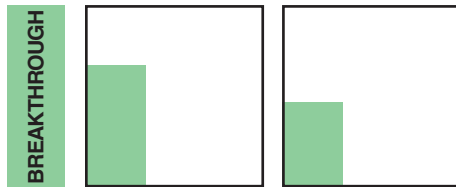
Weekly frequency incentives are in addition to the annual spending commitment incentive. Identical ad must run each week to qualify for frequency incentive.

Full Color
+25%



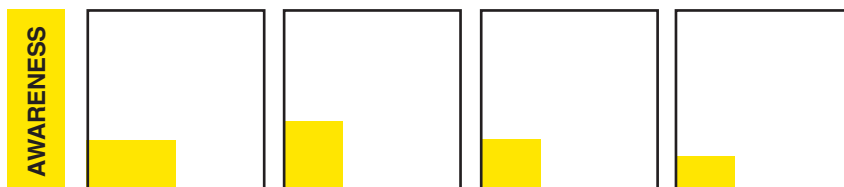
TAB 1/2 Vertical TAB 1/2 Horizontal TAB 1/3 TAB 1/4 Vertical TAB 1/4 Horizontal

T. Coast	\$307.81	\$307.81	\$210.63	\$150.71	\$150.71
North	\$595.75	\$595.75	\$407.65	\$291.70	\$291.70
Central	\$611.77	\$611.77	\$418.62	\$299.55	\$299.55
West	\$350.14	\$350.14	\$239.59	\$171.44	\$171.44
South	\$404.90	\$404.90	\$277.06	\$198.26	\$198.26



TAB 1/5 TAB 1/6

T. Coast	\$135.13	\$101.71
North	\$261.54	\$196.84
Central	\$268.58	\$202.14
West	\$153.72	\$115.69
South	\$177.76	\$133.79



TAB A9 TAB A8 TAB A6 TAB A4

T. Coast	\$ 87.30	\$ 82.21	\$ 58.37	\$38.99
North	\$168.98	\$159.10	\$112.98	\$75.47
Central	\$173.53	\$163.38	\$116.02	\$77.50
West	\$ 99.31	\$ 93.51	\$ 66.40	\$44.35
South	\$114.85	\$108.13	\$ 76.79	\$51.30

All rates above 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.