

# Sunday Accent *Developer Rates*

Effective January 1, 2009

## STANDARD MODULAR SIZES - 6 COLUMN

DOMINANCE	IMPACT						
	FULL	1/2 Vertical	1/2 Horizontal	1/3	1/4 Vertical	1/4 Horizontal	
T. Coast	\$1,460.71	\$ 856.95	\$ 856.95	\$ 657.86	\$452.28	\$452.28	
North	\$2,825.54	\$1,657.65	\$1,657.65	\$1,272.54	\$874.87	\$874.87	
Central	\$2,903.25	\$1,703.12	\$1,703.12	\$1,307.45	\$898.87	\$898.87	
West	\$1,660.54	\$ 974.18	\$ 974.18	\$ 747.86	\$514.15	\$514.15	
South	\$1,836.62	\$1,077.49	\$1,077.49	\$ 827.16	\$568.67	\$568.67	

BREAKTHROUGH	1/6					
	1/8 Horizontal	1/8 Vertical	1/9	1/10	1/12	
T. Coast	\$295.16	\$222.40	\$222.40	\$198.15	\$170.43	\$149.63
North	\$570.94	\$430.21	\$430.21	\$383.29	\$329.66	\$289.44
Central	\$586.61	\$442.01	\$442.01	\$393.81	\$338.71	\$297.38
West	\$335.54	\$252.83	\$252.83	\$225.26	\$193.74	\$170.10
South	\$371.12	\$279.64	\$279.64	\$249.14	\$214.28	\$188.14

AWARENESS	A9					
	A8	A6	A4	A2 Horizontal	A2 Vertical	
T. Coast	\$128.83	\$ 86.14	\$ 57.54	\$28.83	\$28.83	
North	\$249.21	\$166.63	\$111.31	\$55.76	\$55.76	
Central	\$256.05	\$171.20	\$114.36	\$57.29	\$57.29	
West	\$146.46	\$ 97.93	\$ 65.41	\$32.77	\$32.77	
South	\$161.99	\$108.31	\$ 72.35	\$36.25	\$36.25	

**Full Color**  
+25%

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

Multi-zone incentives are in addition to the annual spending commitment incentive. Multi-zone incentive only applies up to 3 zones.

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.

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.