

Neighborhood Post/Florida Pennysaver *Realtor Rates*

Effective January 1, 2009

TAB STANDARD MODULAR SIZES - 6 COLUMN



TAB FULL

T. Coast	\$286.67
North	\$554.82
Central	\$569.75
West	\$326.08
South	\$377.08

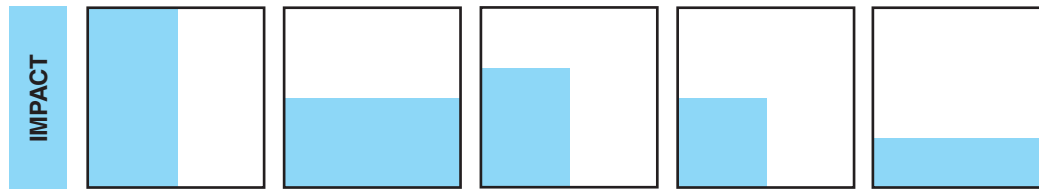
Multi-Zone Incentives	
Zones per week	Discount
2	5%
3	10%
4-5	15%

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%

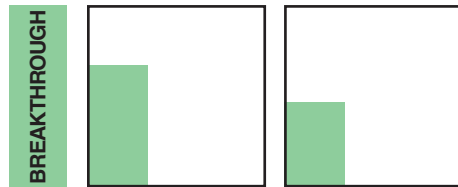
Weekly frequency incentives are in addition to the annual spending commitment incentive. Identical ad must run each week to qualify for frequency incentive.

Full Color
+25%



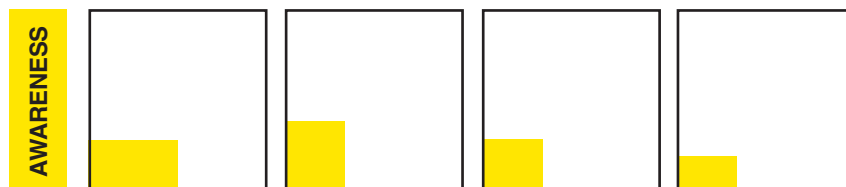
TAB 1/2 Vertical TAB 1/2 Horizontal TAB 1/3 TAB 1/4 Vertical TAB 1/4 Horizontal

T. Coast	\$150.98	\$150.98	\$103.31	\$ 73.92	\$ 73.92
North	\$292.20	\$292.20	\$199.94	\$143.07	\$143.07
Central	\$300.06	\$300.06	\$205.32	\$146.92	\$146.92
West	\$171.74	\$171.74	\$117.51	\$ 84.09	\$ 84.09
South	\$198.60	\$198.60	\$135.89	\$ 97.24	\$ 97.24



TAB 1/5 TAB 1/6

T. Coast	\$ 66.28	\$49.89
North	\$128.28	\$96.55
Central	\$131.73	\$99.15
West	\$ 75.40	\$56.75
South	\$ 87.19	\$65.62



TAB A9 TAB A8 TAB A6 TAB A4

T. Coast	\$42.82	\$40.32	\$28.63	\$19.13
North	\$82.88	\$78.04	\$55.42	\$37.02
Central	\$85.11	\$80.14	\$56.91	\$38.01
West	\$48.71	\$45.86	\$32.57	\$21.76
South	\$56.33	\$53.04	\$37.67	\$25.16

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.