

Neighborhood Post/Florida Pennysaver *Retail Rates*

Effective January 1, 2009

TAB STANDARD MODULAR SIZES - 6 COLUMN



TAB FULL

T. Coast	\$ 573.33
North	\$1,109.63
Central	\$1,139.49
West	\$ 652.16
South	\$ 754.16

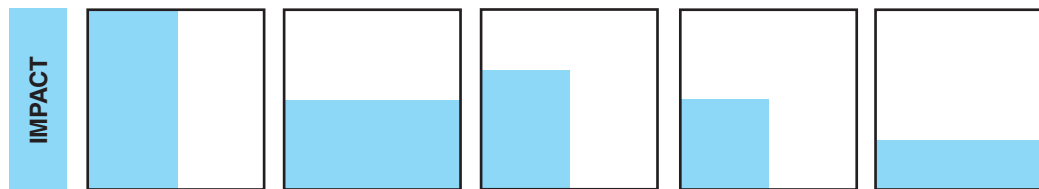
Multi-Zone Incentives	
Zones per week	Discount
2	5%
3	10%
4-5	15%

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%

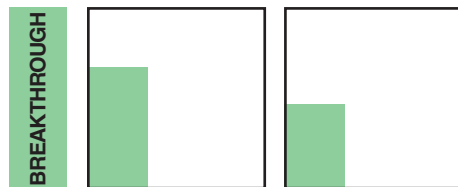
Weekly frequency incentives are in addition to the annual spending commitment incentive. Identical ad must run each week to qualify for frequency incentive.

Full Color
+25%



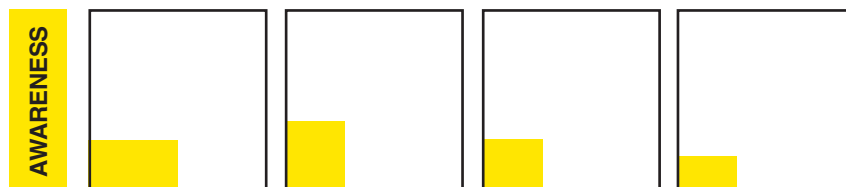
TAB 1/2 Vertical TAB 1/2 Horizontal TAB 1/3 TAB 1/4 Vertical TAB 1/4 Horizontal

T. Coast	\$301.95	\$301.95	\$206.61	\$147.84	\$147.84
North	\$584.40	\$584.40	\$399.88	\$286.14	\$286.14
Central	\$600.12	\$600.12	\$410.64	\$293.84	\$293.84
West	\$343.47	\$343.47	\$235.02	\$168.17	\$168.17
South	\$397.19	\$397.19	\$271.78	\$194.48	\$194.48



TAB 1/5 TAB 1/6

T. Coast	\$132.56	\$ 99.77
North	\$256.56	\$193.09
Central	\$263.46	\$198.29
West	\$150.79	\$113.49
South	\$174.37	\$131.24



TAB A9 TAB A8 TAB A6 TAB A4

T. Coast	\$ 85.64	\$ 76.28	\$ 57.26	\$38.25
North	\$165.76	\$147.63	\$110.83	\$74.03
Central	\$170.22	\$151.61	\$113.81	\$76.02
West	\$ 97.42	\$ 86.77	\$ 65.14	\$43.51
South	\$112.66	\$100.34	\$ 75.33	\$50.32

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.