

# Sunday Accent *Retail Rates*

Effective January 1, 2009

## STANDARD MODULAR SIZES - 6 COLUMN

DOMINANCE	Visual Ad Formats						
	FULL	1/2 Vertical	1/2 Horizontal	1/3	1/4 Vertical	1/4 Horizontal	
T. Coast	\$1,432.89	\$ 840.63	\$ 840.63	\$ 645.33	\$443.67	\$443.67	
North	\$2,771.72	\$1,626.08	\$1,626.08	\$1,248.30	\$858.21	\$858.21	
Central	\$2,847.76	\$1,670.68	\$1,670.68	\$1,282.55	\$881.75	\$881.75	
West	\$1,628.91	\$ 955.63	\$ 955.63	\$ 733.61	\$504.36	\$504.36	
South	\$1,801.64	\$1,056.96	\$1,056.96	\$ 811.41	\$557.84	\$557.84	

BREAKTHROUGH	Visual Ad Formats					
	1/6	1/8 Horizontal	1/8 Vertical	1/9	1/10	1/12
T. Coast	\$289.54	\$218.17	\$218.17	\$194.37	\$167.18	\$146.78
North	\$560.07	\$422.02	\$422.02	\$375.99	\$323.38	\$283.93
Central	\$575.43	\$433.59	\$433.59	\$386.30	\$332.26	\$291.72
West	\$329.15	\$248.01	\$248.01	\$220.97	\$190.05	\$166.86
South	\$364.05	\$274.31	\$274.31	\$244.40	\$210.20	\$184.55

AWARENESS	Visual Ad Formats						
	A9	A8	A6	A4	A2 Horizontal	A2 Vertical	
T. Coast	\$126.38	\$112.45	\$ 84.50	\$ 56.45	\$28.28	\$28.28	
North	\$244.47	\$217.52	\$163.46	\$109.19	\$54.70	\$54.70	
Central	\$251.17	\$223.48	\$167.94	\$112.18	\$56.20	\$56.20	
West	\$143.67	\$127.83	\$ 96.06	\$ 64.17	\$32.15	\$32.15	
South	\$158.90	\$141.39	\$106.25	\$ 70.97	\$35.56	\$35.56	

**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.

**Call your Palm Beach Post Account Executive to advertise today.**

In The Palm Beaches: (561) 820-4300  
On the Treasure Coast: (772) 223-3500  
All Other Areas: (800) 432-7595 Ext. 4300