

## TAB STANDARD MODULAR SIZES - 6 COLUMN

**Full Color**  
+25%

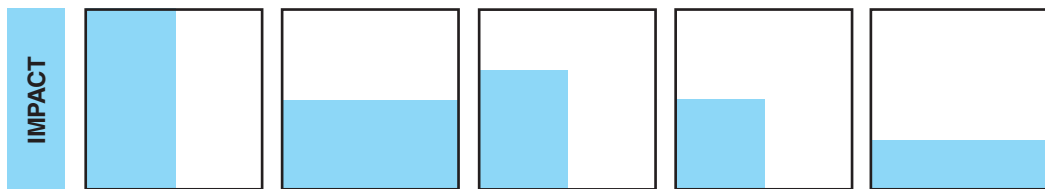
Weekly Frequency Incentives	
Number of ads within 7 days	Discount
2	20%
3	25%
4	30%
5-6	35%
7	40%

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



**DOMINANCE**

**TAB FULL**  
\$6,141.96



**IMPACT**

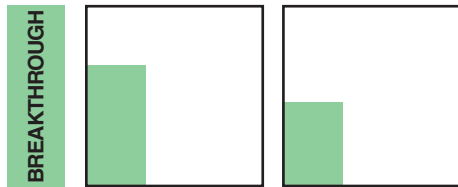
**TAB 1/2 Vertical**  
\$3,241.59

**TAB 1/2 Horizontal**  
\$3,241.59

**TAB 1/3**  
\$2,115.47

**TAB 1/4 Vertical**  
\$1,594.02

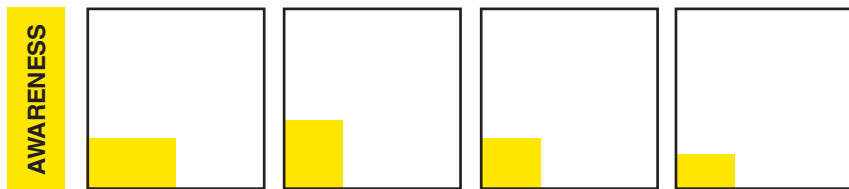
**TAB 1/4 Horizontal**  
\$1,594.02



**BREAKTHROUGH**

**TAB 1/5**  
\$1,420.18

**TAB 1/6**  
\$1,072.44



**AWARENES**

**TAB A9**  
\$923.39

**TAB A8**  
\$821.60

**TAB A6**  
\$617.41

**TAB A4**  
\$412.42

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.