

ValueSaver

Everyone Likes to Save Money!

What is ValueSaver?

- A monthly, glossy, full-color shopper's magazine

How Do We Deliver It?

- ValueSaver is inserted once a month inside Sunday's Palm Beach Post home delivery to subscribers, and in the Florida Pennysaver through the U.S. Postal Service to thousands of area residents.

What Advertising Opportunities Does ValueSaver Offer?

- Choose from 3 modular sizes
- Premium Positioning available: Front & Back Covers
- 7 advertising zones: buy the zone closest to your business, or saturate the market with multi-zone buys

What About Incentives?

- Frequency and multi-zone buys receive a discount
- ValueSaver ad buys count toward your Annual Revenue Commitment

When does ValueSaver deadline?

Week of publication	Deadline
May 6	April 11
June 10	May 16
July 8	June 13
August 5	July 11
Sept 9	Aug 15
Oct 7	Sept 12
Nov 11	Oct 17
Dec 9	Nov 14

Pricing Incentives

# of Zones*	Full Page	1/2-Page	1/4-Page
Buy 1 (open rate)	\$949.00	\$569.40	\$341.64
Buy 2 to 3	\$854.10	\$512.46	\$307.48
Buy 4 to 6	\$806.65	\$483.99	\$290.39
Buy 7 (full run)	\$759.20	\$455.52	\$273.31

* pricing is per zone

Modular Sizes

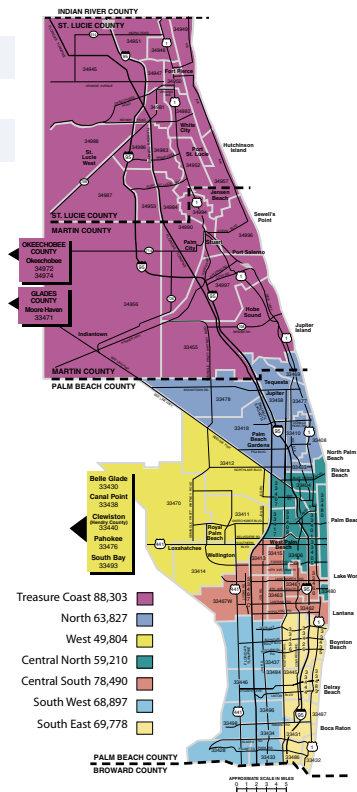
Front Cover	4 col. (7.5") x 7.75"
Full Page	4 col. (7.5") x 10"
Half-page (hor.)	4 col. (7.5") x 4.75"
Quarter-page	2 col. (3.667") x 4.75"

Frequency Incentives

3x	-10%
6x	-15%
12x	-20%

Position Premiums

Back Page	+ 25%
Front Page	+ 30%



THE LARGEST LOCAL SHOPPER **25 YEARS**

All Display, ValueSaver, Neighborhood Shopping Guide, Insert and Online Advertising counts toward your Annual Revenue Commitment Fulfillment.

Florida **PENNYSAVER**