

Coupon Ads

Neighborhood Shopping Guide

What is the Neighborhood Shopping Guide?

- The Neighborhood Shopping Guide is a four-color savings booklet printed on highbrite paper.

How Do We Deliver It?

- The Neighborhood Shopping Guide is inserted the fourth Wednesday of every month inside the Florida Pennysaver. It reaches Palm Beach Post subscribers and non-subscribers alike.

What Advertising Opportunities Does The Neighborhood Shopping Guide Offer?

- Ideal for targeting specific geographic areas
- Seven zones throughout Palm Beach County are available:
 - Jupiter
 - Palm Beach Gardens
 - West Palm Beach
 - Western Palm Beach County
 - Lake Worth
 - Boynton Beach
 - Delray Beach

What About Incentives?

- Neighborhood Shopping Guide buys count toward frequency incentive opportunities for Display Advertising as well as toward your Annual Revenue Commitment.

When does The Neighborhood Shopping Guide Deadline?

- Tuesday, 3 weeks prior to publication



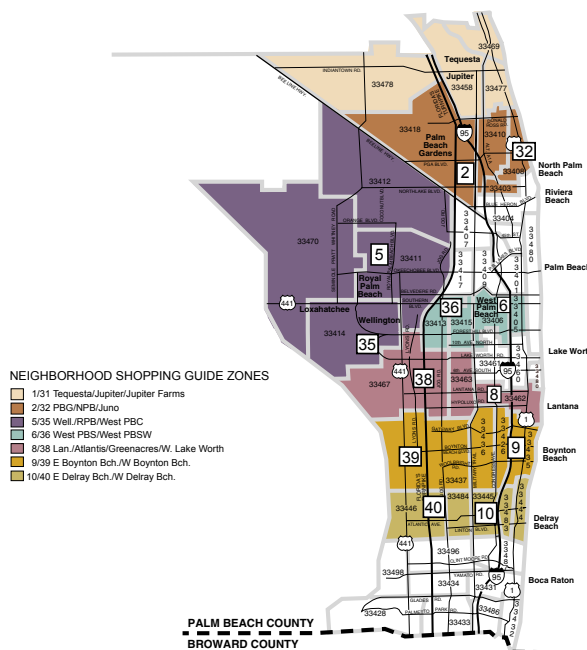
Modular Sizes

Full Page 6" wide x 4-3/4" deep

Frequency Incentive

2x rate applies in conjunction with ValueSaver

	1x	2x
Zones 1/31	\$180.00	\$175.50
Zones 2/32	\$260.00	\$253.50
Zones 5/35	\$255.00	\$248.63
Zones 6/36	\$195.00	\$190.13
Zones 8/38	\$300.00	\$292.50
Zones 9/39	\$335.00	\$326.63
Zones 10/40	\$220.00	\$214.50



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

Florida
PENNYSAVER

THE LARGEST LOCAL SHOPPER

25 YEARS