



2010



Retail Modular Frequency Pricing Schedule

LA PALMA - MODULAR AD BUYS - AVERAGE COST PER AD

MODULAR	DIMENSIONS	1X	2X	3X	4X
Full Page	10.5" x 20.75"	\$1,699.28	\$2,718.84	\$3,823.38	\$4,757.98
1/2 Page (v)	5.188" x 20.75"	\$996.91	\$1,595.06	\$2,243.05	\$2,791.35
1/2 Page (h)	10.5" x 10.25"	\$996.91	\$1,595.06	\$2,243.05	\$2,791.35
1/3 Page	6.958" x 10.25"	\$765.30	\$1,224.49	\$1,721.94	\$2,142.85
1/4 Page (v)	5.188" x 10.25"	\$526.15	\$841.84	\$1,183.83	\$1,473.21
1/4 Page (h)	10.5" x 5"	\$526.15	\$841.84	\$1,183.84	\$1,473.22
1/6 Page	5.188" x 6.75"	\$343.37	\$549.38	\$772.57	\$961.42
1/8 Page (v)	5.188" x 5"	\$258.73	\$413.97	\$582.14	\$724.44
1/8 Page (h)	10.5" x 3"	\$258.73	\$413.97	\$582.14	\$724.44
1/9 Page	3.417" x 6.75"	\$230.51	\$368.82	\$518.65	\$645.43
1/10 Page	5.188" x 4"	\$198.26	\$317.22	\$446.08	\$555.13
1/12 Page	3.417" x 5"	\$174.07	\$278.51	\$391.65	\$487.39
A9	5.188" x 3"	\$149.88	\$239.80	\$337.22	\$419.65
A8	3.417" x 4"	\$133.36	\$213.37	\$300.05	\$373.39
A6	3.417" x 3"	\$100.21	\$160.34	\$225.48	\$280.60
A4	3.417" x 2"	\$66.94	\$107.10	\$150.62	\$187.43
A2 (v)	1.646" x 2"	\$33.53	\$53.66	\$75.45	\$93.90
A2 (h)	3.417" x 1"	\$33.53	\$53.66	\$75.45	\$93.90

Frequency discounts are based on consecutive weeks.



LaPalma
 lapalmainteractivo.com

To advertise in La Palma call (800) 492-3007, ext. 3720.



2010

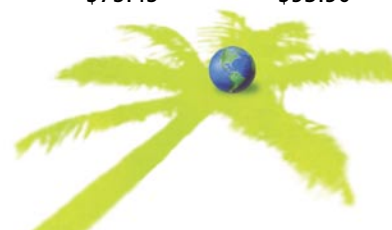


Tabla de precios por módulos de frecuencia al por menor

LA PALMA - COMPRA DE AVISO MÓDULO - EL PROMEDIO DE COSTO POR AVISO

MODULO	DIMENSIONES	1X	2X	3X	4X
Página completa	10.5" x 20.75"	\$1,699.28	\$2,718.84	\$3,823.38	\$4,757.98
1/2 Página (v)	5.188" x 20.75"	\$996.91	\$1,595.06	\$2,243.05	\$2,791.35
1/2 Página (h)	10.5" x 10.25"	\$996.91	\$1,595.06	\$2,243.05	\$2,791.35
1/3 Página	6.958" x 10.25"	\$765.30	\$1,224.49	\$1,721.94	\$2,142.85
1/4 Página (v)	5.188" x 10.25"	\$526.15	\$841.84	\$1,183.83	\$1,473.21
1/4 Página (h)	10.5" x 5"	\$526.15	\$841.84	\$1,183.84	\$1,473.22
1/6 Página	5.188" x 6.75"	\$343.37	\$549.38	\$772.57	\$961.42
1/8 Página (v)	5.188" x 5"	\$258.73	\$413.97	\$582.14	\$724.44
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1/12 Página	3.417" x 5"	\$174.07	\$278.51	\$391.65	\$487.39
A9	5.188" x 3"	\$149.88	\$239.80	\$337.22	\$419.65
A8	3.417" x 4"	\$133.36	\$213.37	\$300.05	\$373.39
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Los descuentos por frecuencia están basados en semanas consecutivas.



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Para avisar en La Palma llame al (800) 492-3007, ext. 3720.

Una publicación del Palm Beach Post