

ALL RATES ARE BASED ON PER LINE

# C Classified Advertising

2008-2009 EFFECTIVE OCTOBER 1, 2008

**ANNUAL BULK CONTRACT RATES:**

**OPTION A**

**490-911 Set Solid Lines**  
Daily \$4.01  
Sunday \$5.35

**OPTION 1**

**912-2220 Set Solid Lines**  
Daily \$3.84  
Sunday \$5.12

**OPTION 2**

**2221-4080 Set Solid Lines**  
Daily \$3.54  
Sunday \$4.72

**OPTION 3**

**4081-6000 Set Solid Lines**  
Daily \$3.19  
Sunday \$4.25

**OPTION 4**

**6001-7800 Set Solid Lines**  
Daily \$3.01  
Sunday \$4.01

**OPTION 5**

**7801-10,200 Set Solid Lines**  
Daily \$2.89  
Sunday \$3.86

**OPTION 6**

**10,201-13,200 Set Solid Lines**  
Daily \$2.72  
Sunday \$3.62

For classified display see retail rate card, or call us at 561-820-3830 for more information.



## Palm Beach Daily News

THE SHINY SHEET®

**PalmBeachDailyNews.com**

**COMMISSION & TERMS OF PAYMENT:**

Local ROP and Classified rates are non-commissionable. National rates are commissionable to recognized advertising agencies. All rates are cash with order unless credit has been approved. Where credit has been extended, invoices are payable on the terms stipulated. Advertisers will be invoiced on a monthly basis. Accounts more than 30 days past due shall bear interest at a rate of 1.5% per month (18% per year). Claims for errors in billing must be made within 30 days of date of invoice, otherwise claims will not be considered.

**OPEN RATE:**

**(Set Solid) 5-Line minimum**

Daily \$5.90  
Sunday \$7.87

**DAILY RATE:**

Advertiser agrees to advertise each publication date.

**(Set Solid) 5-Line minimum**

Daily \$2.36  
Sunday \$3.15

**SITUATIONS WANTED:**

Daily \$2.95  
Sunday \$3.94

**CHARITY RATES:**

Daily \$2.95  
Sunday \$3.94

**SERVICE GUIDE DIRECTORY:**

Rates based on 4 lines plus WEB ID. Advertisers must run every Thursday and Sunday for length of contract.

**4-Weeks \$112.00**  
Additional Lines: \$2.80 per line/per day

**12-Weeks \$267.60**  
Additional Lines: \$2.23 per line/per day

**24-Weeks \$468.00**  
Additional Lines: \$1.95 per line/per day

**52-Weeks \$868.40**  
Additional Lines: \$1.67 per line/per day

**PROMOTIONAL RATE:**

Based on 4-Line minimum plus WEB I.D.

**4-Days \$126.00**  
Additional Lines: \$17.00

**7-Days \$181.15**  
Additional Lines: \$25.64

**10-Days \$236.50**  
Additional Lines: \$34.70

**14-Days \$283.70**  
Additional Lines: \$42.58

**30-Days \$496.00**  
Additional Lines: \$78.08