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## ADVERTISING RATES

ALL RATES ARE BASED ON PER COLUMN INCH

# Retail and Classified Display

2008-2009 EFFECTIVE OCTOBER 1, 2008

### ANNUAL BULK CONTRACT RATES:

#### OPTION A

**35-75 Col. Inches**  
Daily \$37.68  
Sunday \$50.28

#### OPTION 1

**76-185 Col. Inches**  
Daily \$34.20  
Sunday \$45.60

#### OPTION 2

**186-340 Col. Inches**  
Daily \$32.76  
Sunday \$43.68

#### OPTION 3

**341-500 Col. Inches**  
Daily \$31.44  
Sunday \$42.00

#### OPTION 4

**501-650 Col. Inches**  
Daily \$30.36  
Sunday \$40.44

#### OPTION 5

**651-850 Col. Inches**  
Daily \$28.44  
Sunday \$37.92

#### OPTION 6

**851-1100 Col. Inches**  
Daily \$27.96  
Sunday \$37.32

#### OPTION 7

**1101-1325 Col. Inches**  
Daily \$24.72  
Sunday \$33.00

#### OPTION 8

**1326-3750 Col. Inches**  
Daily \$22.68  
Sunday \$30.36

#### OPTION 9

**3751-7500 Col. Inches**  
Daily \$21.12  
Sunday \$28.20

#### OPTION 10

**7501-10,000 Col. Inches**  
Daily \$19.80  
Sunday \$26.52

#### OPTION 11

**10,001 or more Col. Inches**  
Daily \$17.52  
Sunday \$23.40

### OPEN RATE:

Daily \$47.28  
Sunday \$63.12

### FREQUENCY RATES:

*Frequency rates require a written agreement. One ad per week minimum must be run to qualify for a frequency contract.*

#### 13 WEEKS

Daily \$31.20  
Sunday \$41.64

#### 26 WEEKS

Daily \$27.84  
Sunday \$37.20

#### 52 WEEKS

Daily \$24.24  
Sunday \$32.28

### GROUP COMBINATION RATE:

#### WITH THE PALM BEACH POST\*

Daily \$30.12  
Sunday \$40.20

\* Must pick up the same ad from The Palm Beach Post within 7 days of publication.

### REPEAT RATE OPPORTUNITIES:

#### 20% OFF\*

on the 2nd advertisement within 6 days.

#### 30% OFF\*

on the 3rd advertisement within 6 days.

\* Rates do not apply to Sunday advertisement. Advertisement must be the same, no changes.

### NON-PROFIT, POLITICAL RATES:

#### NON PROFIT:

Daily \$23.64  
Sunday \$31.44

#### POLITICAL:

*The Palm Beach Daily News requires cash with copy for all political advertising.*

Daily \$47.28  
Sunday \$63.12

#### EVENT RATES:

Daily \$47.28  
Sunday \$63.12

### RETAIL RATES APPLY TO:

Advertisers selling merchandise and/or services directly to consumers and having a permanent retail outlet located within the following Florida counties: Dade, Broward, Palm Beach, Martin, St. Lucie, Indian River, Glades and Hendry.

### 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.



### RETAIL COLOR RATES

#### ONE COLOR + BLACK

Daily \$587  
Sunday \$690

#### TWO COLOR + BLACK

Daily \$909  
Sunday \$1,070

#### THREE COLOR + BLACK

Daily \$1,314  
Sunday \$1,546

# Palm Beach Daily News

THE SHINY SHEET®

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