



# ADVERTISING RATES

ALL RATES ARE BASED ON PER COLUMN INCH

## National/Co-Op/Dealer Association

2007-2008 EFFECTIVE OCTOBER 1, 2007

### OPEN RATE:

Daily	\$56.52	Sunday	\$72.48
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### ANNUAL BULK CONTRACT RATES\*

Column Inches	100	Daily	\$51.96	Sunday	\$66.60
Column Inches	500	Daily	\$48.60	Sunday	\$62.28
Column Inches	1000+	Daily	\$47.40	Sunday	\$60.84

\* Bulk space rates will be adjusted to lowest earned rate.

### EVENT RATE:

OPEN RATE	Daily	\$56.52
	Sunday	\$72.48
CONTRACT RATE	Daily	\$51.96
	Sunday	\$66.60

### NON-PROFIT:

Daily	\$38.40
Sunday	\$49.20

### NATIONAL/COMBINATION with the Palm Beach Post:

Daily	\$46.32
Sunday	\$59.40

### NATIONAL/CO-OP COLOR:

Daily	\$669 (1/Black)	\$1,043 (2/Black)	\$1,498 (3/Black)
Sunday	\$789 (1/Black)	\$1,230 (2/Black)	\$1,766 (3/Black)

### CO-OP/DEALER ASSOCIATION RATES:

Daily	\$50.88
Sunday	\$65.16

### CO-OP COMBINATION RATES with the Palm Beach Post:

Daily	\$40.08
Sunday	\$51.48

### 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.

### DISCOUNT FOR REPEAT ADS:

FULL RUN Ads repeated within seven days will receive a 30% discount on the second ad. Ads repeated three or more times within the same seven days will receive a 50% discount on the third and subsequent ads. Highest rated ad will be charged 100%. This discount applies to all National Rate advertisers. Discounted rates do not apply to Sunday advertisements. Advertisement must be the same, no changes.

### OTHER THAN NATIONAL CATEGORIES, DEALER ASSOCIATION RATES APPLY TO:

1. All advertising placed by or in behalf of manufacturers, distributors or dealer groups regardless of advertiser's location.
2. Advertising must be for two or more dealers in a single ad or series of ads. Dealers may be listed individually or in a series of ads in a schedule.



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