



Retail and Classified Display

2007-2008 EFFECTIVE OCTOBER 1, 2007

ANNUAL BULK CONTRACT RATES:

OPTION A
35-75 Col. Inches

Daily \$35.88
Sunday \$47.88

OPTION 1
76-185 Col. Inches

Daily \$32.64
Sunday \$43.44

OPTION 2
186-340 Col. Inches

Daily \$31.20
Sunday \$41.64

OPTION 3
341-500 Col. Inches

Daily \$30.00
Sunday \$39.96

OPTION 4
501-650 Col. Inches

Daily \$28.92
Sunday \$38.52

OPTION 5
651-850 Col. Inches

Daily \$27.12
Sunday \$36.12

OPTION 6
851-1100 Col. Inches

Daily \$26.64
Sunday \$35.52

OPTION 7
1101-1325 Col. Inches

Daily \$23.52
Sunday \$31.32

OPTION 8
1326-3750 Col. Inches

Daily \$21.60
Sunday \$28.80

OPTION 9
3751-7500 Col. Inches

Daily \$20.16
Sunday \$26.88

OPTION 10
7501-10,000 Col. Inches

Daily \$18.96
Sunday \$25.20

OPTION 11
10,001 or more Col. Inches

Daily \$16.68
Sunday \$22.32

OPEN RATE:

Daily \$45.12
Sunday \$60.12

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 \$29.76
Sunday \$39.72

26 WEEKS

Daily \$26.52
Sunday \$35.40

52 WEEKS

Daily \$23.04
Sunday \$30.72

GROUP COMBINATION RATE:

WITH THE PALM BEACH POST*

Daily \$28.68
Sunday \$38.28

* 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 \$22.44
Sunday \$30.00

POLITICAL:

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

Daily \$45.12
Sunday \$60.12

EVENT RATES:

Daily \$45.12
Sunday \$60.12

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 \$559
Sunday \$657

TWO COLOR + BLACK

Daily \$866
Sunday \$1,019

THREE COLOR + BLACK

Daily \$1,251
Sunday \$1,472

Palm Beach Daily News

THE SHINY SHEET®

PalmBeachDailyNews.com

265 ROYAL POINCIANA WAY, PALM BEACH, FL 33480 • RETAIL: 561-820-3815 • CLASSIFIED: 561-820-3830 • FAX: 561-655-4589