

**2007/2008 RATES EFFECTIVE OCTOBER 1, 2007**



PolkVoice is a Select Market Coverage (SMC) product distributed to non-subscribers of The Ledger in select areas of Polk County. It differs from a Total Market Coverage product; by selecting only homes most likely to be consumers for distribution, you are able to reduce the number of pieces delivered to vacant and lower income households.

Polk Voice is distributed via the Postal Service and an independent carrier force for Select Market Coverage and Subscriptions. This arrangement allows us to react effectively to market changes such as seasonable and new construction.

By combining both Polk Voice and The Ledger, we lower your rate of household duplication and reduce delivery to vacant and lower income addresses, effectively stretching your advertising budget.

**West Polk Rates** 6 column

**Consecutive Insertions # of times**

Annually	1-15"	16-30"	31-60"
1x	\$14.12	\$13.15	\$12.19
8x	11.82	10.74	9.91
13x	10.86	9.87	9.36
26x	10.68	9.70	9.18
52x	10.51	9.52	9.01

**Annual Bulk Agreement Rates** 6 column

Annual Inches	West Polk	East Polk
150"	\$12.86	\$11.81
500"	10.76	9.98
750"	9.98	8.19
1000"	9.71	8.93
2000"	9.56	8.66

**East Polk Rates** 6 column

**Consecutive Insertions # of times**

Annually	1-15"	16-30"	31-60"
1x	\$12.84	\$11.96	\$11.08
8x	10.75	9.77	9.01
13x	9.87	8.98	8.51
26x	9.71	8.82	8.35
52x	9.56	8.66	8.19

**West & East Polk Combination Rates** 6 column

**Consecutive Insertions # of times**

Annually	1-15"	16-30"	31-60"
1x	\$22.92	\$21.34	\$19.79
8x	19.18	17.43	16.09
13x	17.62	16.02	15.18
26x	17.34	15.74	14.90
52x	17.05	15.46	14.62

**Classified West & East Polk Combination Rates**

1 section - 9 column

**Consecutive Insertions # of times**

Annually	1-22"	23-45"	46-90"	91" plus
1x	\$15.27	\$14.22	\$13.19	\$12.50
8x	12.80	11.62	10.72	10.12
13x	11.75	10.68	10.12	9.56
26x	11.55	10.50	9.93	9.37
52x	11.37	10.31	9.74	9.19

**Retail Pickup Rate from any Ledger Product**

6 column - 1 zone

**Consecutive Insertions**

1x	8x	13x	26x	52x
\$12.10	\$10.56	\$10.04	\$9.53	\$9.01

**Classified Pickup Rate from any Ledger Product**

9 column - Classified section (both zones)

**Consecutive Insertions**

1x	8x	13x	26x	52x
\$14.42	\$12.51	\$11.48	\$11.23	\$10.82

**Retail Color Rates** 6 column

West	East	Combination
\$2.16	\$2.16	\$3.24

**Recruitment Display Rates -**

East & West Open Rate.	East & West Pick up rate 1 zone	East & West Pick up rate both zone
9 column - PCI	6 column	9 column
1X \$38.56	1X \$16.20	1X \$21.60
4X \$32.34	4X \$15.23	4X \$20.30
13X \$29.69	13X \$14.70	13X \$19.60
26X \$28.70	26X \$13.91	26X \$18.54
52X \$28.26	52X \$13.39	52X \$17.85

**Online Rates** - www.polkvoice.com. Standard ledgershopping rates apply to all non-pick up ads Blogvertorials online rates: Per month

**Open - \$200 / 3 Month - \$150 / 6 Month - \$125 / 12 Month - \$100**

**Preprint Rates**

Weight	1x	8x	13x	26x	52x or Full Run
Single Sheet	\$32.00	\$30.40	\$28.88	\$27.44	\$26.06
Up to .5 oz	\$53.00	\$50.35	\$47.83	\$45.44	\$43.17
Up to 1.0	\$80.00	\$76.00	\$72.20	\$68.59	\$65.16
Up to 1.5	\$95.00	\$90.25	\$85.74	\$81.45	\$77.38
Up to 2.0	\$122.00	\$115.90	\$110.11	\$104.60	\$99.37
Up to 2.5	\$143.00	\$135.85	\$129.06	\$122.60	\$116.47
Up to 3.0	\$159.00	\$151.05	\$143.50	\$136.32	\$129.51