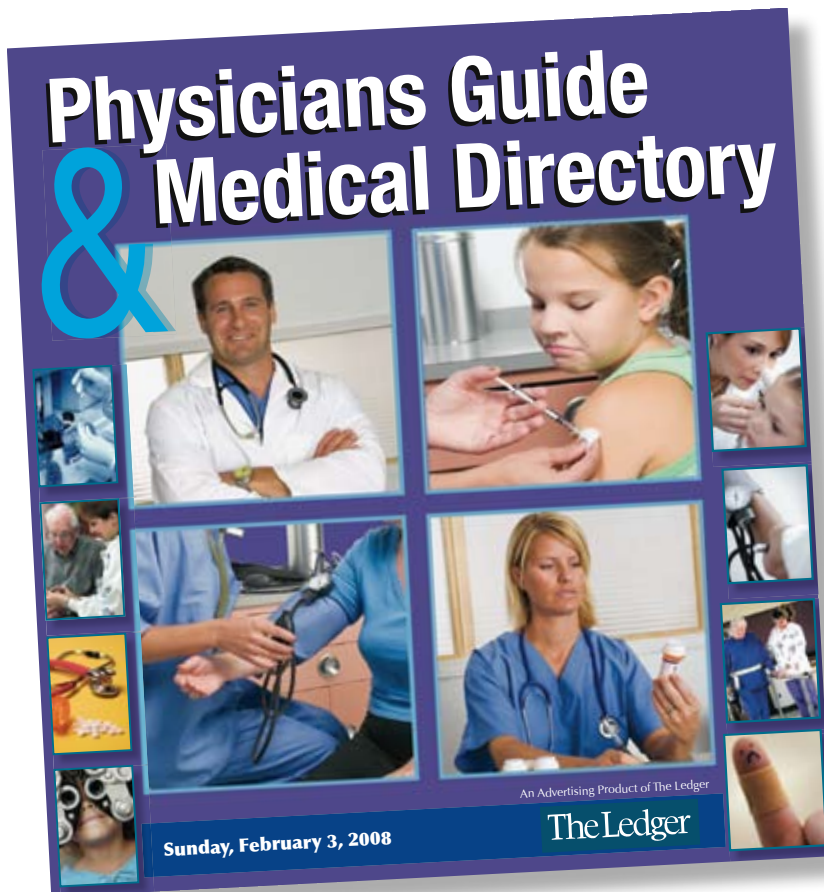


PHYSICIANS AND MEDICAL DIRECTORY

GUIDE

COMPLETE LISTING OF PHYSICIANS BY SPECIALTY



- Reach 226,000 readers throughout Polk County
- This section provides a directory of medical specialists throughout Polk County.
- Perfect timing to reach our northern senior visitors and families looking for new health care providers.
- Broad medical interest within the community will enhance the sections long shelf life.
- Section will be on The Ledger's website for 12 months.

Choose a plan to reach your marketing goals

Plan#1

Invest in an advertisement and receive value added personal blocks.

Ad Size	Ad Investment	Ad Color	Ad + Color Total	# of personal listing blocks	Block Ad Investment	Block Photo Color
1/4 pg	\$678.81	\$107.25	\$786.06	2	value added	value added
1/2 pg (H)	\$1,295.72	\$162.50	\$1,458.22	4	value added	value added
1/2 pg (V)	\$1,295.72	\$164.06	\$1,459.78	4	value added	value added
Full pg	\$2,468.33	value added	\$2,468.33	8	value added	value added

Plan#2

Invest in an advertisement without receiving personal listing blocks.

Ad Size	Ad Investment	Ad Color	Ad + Color Total
1/8 pg	\$355.02	\$53.63	\$408.65
1/4 pg	\$678.81	value added	\$678.81
1/2 pg (H)	\$1,295.72	value added	\$1,295.72
1/2 pg (V)	\$1,295.72	value added	\$1,295.72
Full pg	\$2,468.33	value added	\$2,468.33

Plan#3

Invest in personal listing blocks only without receiving an advertisement.

# of blocks	Investment Per Block	Photo Color Per Block	Block + Color Total
1 - 5	\$355.02	\$53.63	\$408.65
6 - 10	\$319.52	value added	\$319.52



Variety of advertising plans available to meet your marketing needs.

Publication Date:
Sunday, February 8th

Deadline:
Friday, January 23rd

For more information contact your Ledger Advertising Representative or call 863-802-7418 today.

The Ledger