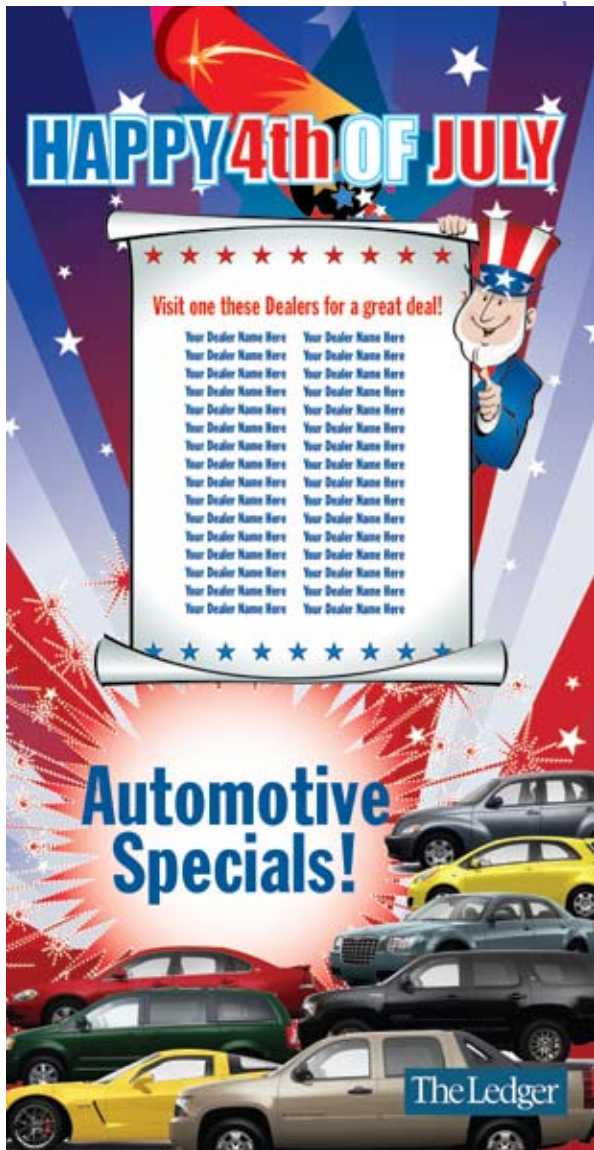
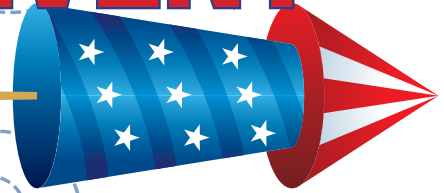




# 4th JULY

# AUTOMOTIVE EVENT



- Reach over 124,000 readers throughout Polk County
- Participating dealers listed on the front page.
- Teaser ads will run to promote section.

**PUBLISHING:**  
**THURSDAY, JULY 2, 2009**

**DEADLINE:**  
**FRIDAY, JUNE 26, 2009**

## INVESTMENT:

SIZE	PACKAGE #1	PACKAGE #2
	1 Print Ad	2 Print Ads
Full ... 6 x 21	\$2,206.49	\$3,767.68*
1/2 (H)..6 x 10.5	\$1,396.62	\$2,309.92
1/2 (V)..3 x 21	\$1,396.62	\$2,309.92
1/4..3 x 10.5	\$847.16	\$1,320.89

SIZE	PACKAGE #3	PACKAGE #4
	3 Print Ads	4 Print Ads
Full ... 6 x 21	\$5,133.72	\$6,304.61
1/2 (H)..6 x 10.5	\$3,109.05	\$3,794.02
1/2 (V)..3 x 21	\$3,109.05	\$3,794.02
1/4..3 x 10.5	\$1,735.40	\$2,090.70

## PACKAGE DEALS:

Get More Coverage For LOWER INVESTMENT!!

*Each package includes....*

- 1) Print ad...4 run dates to choose from  
Thurs. 7/2, Fri. 7/3, Sat. 7/4, Sun. 7/5  
(*must include Thurs. 7/2*)
- 2) Market Place... runs for 7 days
- 3) Online...runs 4 days

**The Ledger**

**CONTACT YOUR LEDGER REPRESENTATIVE OR  
 CALL SUSIE GREEN AT: (863) 802-7414**