

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

1. Base Rates

POLK VOICE MODULAR BASE RATES

| C O L U M N S | | | | | | DEPTH, INCHES |
|---------------|----------|----------|---|---|----------|------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | |
| | | \$422.09 | | | \$813.76 | 10.50 |
| | | | | | | 8.75 |
| | | | | | | 7.00 |
| | \$142.15 | \$212.79 | | | \$422.09 | 5.25 |
| | | | | | | 3.50 |
| \$23.72 | | | | | | 1.75 |

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

Example: **3x5.25"** (3x3 mod) ad

\$212.79

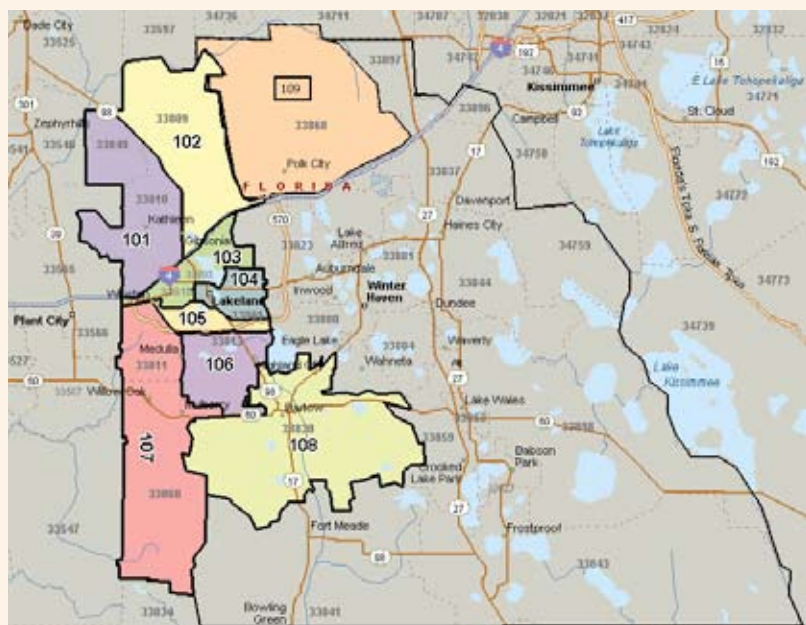
2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$31.92) = \$180.87

3. Annual Contract Discount (18.25%)

Example: \$7,500 level = **\$147.86**



TOTAL WEDNESDAY DISTRIBUTION 36,924

| Polk Voice Zone # | Zip Code | City | Polk Voice HD/SC Quantity |
|-------------------------|----------|-----------|------------------------------------|
| 101 | 33810 | Lakeland | 7,550 |
| | 33849 | Lakeland | |
| 102 | 33809 | Lakeland | 6,794 |
| 103 | 33805 | Lakeland | 2,496 |
| | 33815 | Lakeland | |
| 104 | 33801 | Lakeland | 4,546 |
| 105 | 33803 | Lakeland | 764 |
| 106 | 33813 | Lakeland | 6,924 |
| 107 | 33811 | Lakeland | 529 |
| | 33860 | Mulberry | |
| 108 | 33830 | Bartow | 5,200 |
| | 33820 | Alturas | |
| 109 | 33868 | Polk City | 2,121 |
| Total Distribution | | | 36,924 |

Color is charged at 10% of your base rate, per day. Limited availability.