

Daily

Net Annual Commitment	Page	1/2 Page	1/3 Page	1/4 Page	1/5 Page	1/7 Page	1/8 Page	1/9 Page	1/10 Page	1/14 Page	1/16 Page	1/21 Page	1/25 Page	1/50 Page
Open	\$32,718.70	\$16,033.25	\$10,652.60	\$8,011.19	\$6,413.30	\$4,565.40	\$4,021.90	\$3,652.32	\$3,195.78	\$2,282.70	\$2,000.08	\$1,521.80	\$1,217.44	\$608.72
5,000	\$27,180.30	\$13,319.25	\$8,849.40	\$6,655.11	\$5,327.70	\$3,792.60	\$3,341.10	\$3,034.08	\$2,654.82	\$1,896.30	\$1,661.52	\$1,264.20	\$1,011.36	\$505.68
25,000	\$24,802.40	\$12,154.00	\$8,075.20	\$6,072.88	\$4,861.60	\$3,460.80	\$3,048.80	\$2,768.64	\$2,422.56	\$1,730.40	\$1,516.16	\$1,153.60	\$922.88	\$461.44
50,000	\$23,327.50	\$11,431.25	\$7,595.00	\$5,711.75	\$4,572.50	\$3,255.00	\$2,867.50	\$2,604.00	\$2,278.50	\$1,627.50	\$1,426.00	\$1,085.00	\$868.00	\$434.00
75,000	\$21,973.00	\$10,767.50	\$7,154.00	\$5,380.10	\$4,307.00	\$3,066.00	\$2,701.00	\$2,452.80	\$2,146.20	\$1,533.00	\$1,343.20	\$1,022.00	\$817.60	\$408.80
100,000	\$21,310.80	\$10,443.00	\$6,938.40	\$5,217.96	\$4,177.20	\$2,973.60	\$2,619.60	\$2,378.88	\$2,081.52	\$1,486.80	\$1,302.72	\$991.20	\$792.96	\$396.48
125,000	\$21,310.80	\$10,443.00	\$6,938.40	\$5,217.96	\$4,177.20	\$2,973.60	\$2,619.60	\$2,378.88	\$2,081.52	\$1,486.80	\$1,302.72	\$991.20	\$792.96	\$396.48
150,000	\$20,076.70	\$9,838.25	\$6,536.60	\$4,915.79	\$3,935.30	\$2,801.40	\$2,467.90	\$2,241.12	\$1,960.98	\$1,400.70	\$1,227.28	\$933.80	\$747.04	\$373.52
200,000	\$18,872.70	\$9,248.25	\$6,144.60	\$4,620.99	\$3,699.30	\$2,633.40	\$2,319.90	\$2,106.72	\$1,843.38	\$1,316.70	\$1,153.68	\$877.80	\$702.24	\$351.12
250,000	\$17,849.30	\$8,746.75	\$5,811.40	\$4,370.41	\$3,498.70	\$2,490.60	\$2,194.10	\$1,992.48	\$1,743.42	\$1,245.30	\$1,091.12	\$830.20	\$664.16	\$332.08
300,000	\$17,337.60	\$8,496.00	\$5,644.80	\$4,245.12	\$3,398.40	\$2,419.20	\$2,131.20	\$1,935.36	\$1,693.44	\$1,209.60	\$1,059.84	\$806.40	\$645.12	\$322.56
400,000	\$16,314.20	\$7,994.50	\$5,311.60	\$3,994.54	\$3,197.80	\$2,276.40	\$2,005.40	\$1,821.12	\$1,593.48	\$1,138.20	\$997.28	\$758.80	\$607.04	\$303.52
500,000	\$15,351.00	\$7,522.50	\$4,998.00	\$3,758.70	\$3,009.00	\$2,142.00	\$1,887.00	\$1,713.60	\$1,499.40	\$1,071.00	\$938.40	\$714.00	\$571.20	\$285.60
600,000	\$14,147.00	\$6,932.50	\$4,606.00	\$3,463.90	\$2,773.00	\$1,974.00	\$1,739.00	\$1,579.20	\$1,381.80	\$987.00	\$864.80	\$658.00	\$526.40	\$263.20
750,000	\$13,605.20	\$6,667.00	\$4,429.60	\$3,331.24	\$2,666.80	\$1,898.40	\$1,672.40	\$1,518.72	\$1,328.88	\$949.20	\$831.68	\$632.80	\$506.24	\$253.12
875,000	\$13,063.40	\$6,401.50	\$4,253.20	\$3,198.58	\$2,560.60	\$1,822.80	\$1,605.80	\$1,458.24	\$1,275.96	\$911.40	\$798.56	\$607.60	\$486.08	\$243.04
1,000,000	\$12,431.30	\$6,091.75	\$4,047.40	\$3,043.81	\$2,436.70	\$1,734.60	\$1,528.10	\$1,387.68	\$1,214.22	\$867.30	\$759.92	\$578.20	\$462.56	\$231.28
1,250,000	\$11,799.20	\$5,782.00	\$3,841.60	\$2,889.04	\$2,312.80	\$1,646.40	\$1,450.40	\$1,317.12	\$1,152.48	\$823.20	\$721.28	\$548.80	\$439.04	\$219.52
1,500,000	\$11,227.30	\$5,501.75	\$3,655.40	\$2,749.01	\$2,200.70	\$1,566.60	\$1,380.10	\$1,253.28	\$1,096.62	\$783.30	\$686.32	\$522.20	\$417.76	\$208.88
1,750,000	\$10,685.50	\$5,236.25	\$3,479.00	\$2,616.35	\$2,094.50	\$1,491.00	\$1,313.50	\$1,192.80	\$1,043.70	\$745.50	\$653.20	\$497.00	\$397.60	\$198.80
2,000,000	\$8,668.80	\$4,248.00	\$2,822.40	\$2,122.56	\$1,699.20	\$1,209.60	\$1,065.60	\$967.68	\$846.72	\$604.80	\$529.92	\$403.20	\$322.56	\$161.28
2,250,000	\$7,976.50	\$3,908.75	\$2,597.00	\$1,953.05	\$1,563.50	\$1,113.00	\$980.50	\$890.40	\$779.10	\$556.50	\$487.60	\$371.00	\$296.80	\$148.40

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Sunday

Rev. 05/28/08

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Open	\$35,999.60	\$17,641.00	\$11,720.80	\$8,814.52	\$7,056.40	\$5,023.20	\$4,425.20	\$4,018.56	\$3,516.24	\$2,511.60	\$2,200.64	\$1,674.40	\$1,339.52	\$669.76
5,000	\$29,919.40	\$14,661.50	\$9,741.20	\$7,325.78	\$5,864.60	\$4,174.80	\$3,677.80	\$3,339.84	\$2,922.36	\$2,087.40	\$1,828.96	\$1,391.60	\$1,113.28	\$556.64
25,000	\$27,330.80	\$13,393.00	\$8,898.40	\$6,691.96	\$5,357.20	\$3,813.60	\$3,359.60	\$3,050.88	\$2,669.52	\$1,906.80	\$1,670.72	\$1,271.20	\$1,016.96	\$508.48
50,000	\$25,705.40	\$12,596.50	\$8,369.20	\$6,293.98	\$5,038.60	\$3,586.80	\$3,159.80	\$2,869.44	\$2,510.76	\$1,793.40	\$1,571.36	\$1,195.60	\$956.48	\$478.24
75,000	\$24,200.40	\$11,859.00	\$7,879.20	\$5,925.48	\$4,743.60	\$3,376.80	\$2,974.80	\$2,701.44	\$2,363.76	\$1,688.40	\$1,479.36	\$1,125.60	\$900.48	\$450.24
100,000	\$23,478.00	\$11,505.00	\$7,644.00	\$5,748.60	\$4,602.00	\$3,276.00	\$2,886.00	\$2,620.80	\$2,293.20	\$1,638.00	\$1,435.20	\$1,092.00	\$873.60	\$436.80
125,000	\$23,478.00	\$11,505.00	\$7,644.00	\$5,748.60	\$4,602.00	\$3,276.00	\$2,886.00	\$2,620.80	\$2,293.20	\$1,638.00	\$1,435.20	\$1,092.00	\$873.60	\$436.80
150,000	\$22,093.40	\$10,826.50	\$7,193.20	\$5,409.58	\$4,330.60	\$3,082.80	\$2,715.80	\$2,466.24	\$2,157.96	\$1,541.40	\$1,350.56	\$1,027.60	\$822.08	\$411.04
200,000	\$20,799.10	\$10,192.25	\$6,771.80	\$5,092.67	\$4,076.90	\$2,902.20	\$2,556.70	\$2,321.76	\$2,031.54	\$1,451.10	\$1,271.44	\$967.40	\$773.92	\$386.96
250,000	\$19,655.30	\$9,631.75	\$6,399.40	\$4,812.61	\$3,852.70	\$2,742.60	\$2,416.10	\$2,194.08	\$1,919.82	\$1,371.30	\$1,201.52	\$914.20	\$731.36	\$365.68
300,000	\$19,053.30	\$9,336.75	\$6,203.40	\$4,665.21	\$3,734.70	\$2,658.60	\$2,342.10	\$2,126.88	\$1,861.02	\$1,329.30	\$1,164.72	\$886.20	\$708.96	\$354.48
400,000	\$17,939.60	\$8,791.00	\$5,840.80	\$4,392.52	\$3,516.40	\$2,503.20	\$2,205.20	\$2,002.56	\$1,752.24	\$1,251.60	\$1,096.64	\$834.40	\$667.52	\$333.76
500,000	\$16,886.10	\$8,274.75	\$5,497.80	\$4,134.57	\$3,309.90	\$2,356.20	\$2,075.70	\$1,884.96	\$1,649.34	\$1,178.10	\$1,032.24	\$785.40	\$628.32	\$314.16
600,000	\$15,561.70	\$7,625.75	\$5,066.60	\$3,810.29	\$3,050.30	\$2,171.40	\$1,912.90	\$1,737.12	\$1,519.98	\$1,085.70	\$951.28	\$723.80	\$579.04	\$289.52
750,000	\$14,959.70	\$7,330.75	\$4,870.60	\$3,662.89	\$2,932.30	\$2,087.40	\$1,838.90	\$1,669.92	\$1,461.18	\$1,043.70	\$914.48	\$695.80	\$556.64	\$278.32
875,000	\$14,387.80	\$7,050.50	\$4,684.40	\$3,522.86	\$2,820.20	\$2,007.60	\$1,768.60	\$1,606.08	\$1,405.32	\$1,003.80	\$879.52	\$669.20	\$535.36	\$267.68
1,000,000	\$13,665.40	\$6,696.50	\$4,449.20	\$3,345.98	\$2,678.60	\$1,906.80	\$1,679.80	\$1,525.44	\$1,334.76	\$953.40	\$835.36	\$635.60	\$508.48	\$254.24
1,250,000	\$12,973.10	\$6,357.25	\$4,223.80	\$3,176.47	\$2,542.90	\$1,810.20	\$1,594.70	\$1,448.16	\$1,267.14	\$905.10	\$793.04	\$603.40	\$482.72	\$241.36
1,500,000	\$12,341.00	\$6,047.50	\$4,018.00	\$3,021.70	\$2,419.00	\$1,722.00	\$1,517.00	\$1,377.60	\$1,205.40	\$861.00	\$754.40	\$574.00	\$459.20	\$229.60
1,750,000	\$11,708.90	\$5,737.75	\$3,812.20	\$2,866.93	\$2,295.10	\$1,633.80	\$1,439.30	\$1,307.04	\$1,143.66	\$816.90	\$715.76	\$544.60	\$435.68	\$217.84
2,000,000	\$9,571.80	\$4,690.50	\$3,116.40	\$2,343.66	\$1,876.20	\$1,335.60	\$1,176.60	\$1,068.48	\$934.92	\$667.80	\$585.12	\$445.20	\$356.16	\$178.08
2,250,000	\$8,759.10	\$4,292.25	\$2,851.80	\$2,144.67	\$1,716.90	\$1,222.20	\$1,076.70	\$977.76	\$855.54	\$611.10	\$535.44	\$407.40	\$325.92	\$162.96

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AUTOMOTIVE DOLLAR VOLUME PORTFOLIO AGREEMENTS

- A signed annual Dollar Volume Portfolio Agreement is required to earn the DVC Portfolio Rates presented.
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- DVC agreement advertisers can place zone advertising using the 13 consecutive week rate.
- Zone frequency program rules apply when DVC agreement holders place zone ads.
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Blended

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Open	DAILY	\$32,718.70	\$16,033.25	\$10,652.60	\$8,011.19	\$6,413.30	\$4,565.40	\$4,021.90	\$3,652.32	\$3,195.78	\$2,282.70	\$2,000.08	\$1,521.80	\$1,217.44	\$608.72
Open	SUNDAY	\$35,999.60	\$17,641.00	\$11,720.80	\$8,814.52	\$7,056.40	\$5,023.20	\$4,425.20	\$4,018.56	\$3,516.24	\$2,511.60	\$2,200.64	\$1,674.40	\$1,339.52	\$669.76
300,000	D&S	\$13,906.20	\$6,814.50	\$4,527.60	\$3,404.94	\$2,725.80	\$1,940.40	\$1,709.40	\$1,552.32	\$1,358.28	\$970.20	\$850.08	\$646.80	\$517.44	\$258.72
400,000	D&S	\$12,100.20	\$5,929.50	\$3,939.60	\$2,962.74	\$2,371.80	\$1,688.40	\$1,487.40	\$1,350.72	\$1,181.88	\$844.20	\$739.68	\$562.80	\$450.24	\$225.12
500,000	D&S	\$11,859.40	\$5,811.50	\$3,861.20	\$2,903.78	\$2,324.60	\$1,654.80	\$1,457.80	\$1,323.84	\$1,158.36	\$827.40	\$724.96	\$551.60	\$441.28	\$220.64
600,000	D&S	\$11,137.00	\$5,457.50	\$3,626.00	\$2,726.90	\$2,183.00	\$1,554.00	\$1,369.00	\$1,243.20	\$1,087.80	\$777.00	\$680.80	\$518.00	\$414.40	\$207.20
750,000	D&S	\$10,896.20	\$5,339.50	\$3,547.60	\$2,667.94	\$2,135.80	\$1,520.40	\$1,339.40	\$1,216.32	\$1,064.28	\$760.20	\$666.08	\$506.80	\$405.44	\$202.72
875,000	D&S	\$10,625.30	\$5,206.75	\$3,459.40	\$2,601.61	\$2,082.70	\$1,482.60	\$1,306.10	\$1,186.08	\$1,037.82	\$741.30	\$649.52	\$494.20	\$395.36	\$197.68
1,000,000	D&S	\$10,384.50	\$5,088.75	\$3,381.00	\$2,542.65	\$2,035.50	\$1,449.00	\$1,276.50	\$1,159.20	\$1,014.30	\$724.50	\$634.80	\$483.00	\$386.40	\$193.20
1,250,000	D&S	\$10,203.90	\$5,000.25	\$3,322.20	\$2,498.43	\$2,000.10	\$1,423.80	\$1,254.30	\$1,139.04	\$996.66	\$711.90	\$623.76	\$474.60	\$379.68	\$189.84
1,500,000	D&S	\$9,993.20	\$4,897.00	\$3,253.60	\$2,446.84	\$1,958.80	\$1,394.40	\$1,228.40	\$1,115.52	\$976.08	\$697.20	\$610.88	\$464.80	\$371.84	\$185.92
1,750,000	D&S	\$9,601.90	\$4,705.25	\$3,126.20	\$2,351.03	\$1,882.10	\$1,339.80	\$1,180.30	\$1,071.84	\$937.86	\$669.90	\$586.96	\$446.60	\$357.28	\$178.64
2,000,000	D&S	\$8,608.60	\$4,218.50	\$2,802.80	\$2,107.82	\$1,687.40	\$1,201.20	\$1,058.20	\$960.96	\$840.84	\$600.60	\$526.24	\$400.40	\$320.32	\$160.16
2,250,000	D&S	\$8,397.90	\$4,115.25	\$2,734.20	\$2,056.23	\$1,646.10	\$1,171.80	\$1,032.30	\$937.44	\$820.26	\$585.90	\$513.36	\$390.60	\$312.48	\$156.24
2,500,000	D&S	\$8,187.20	\$4,012.00	\$2,665.60	\$2,004.64	\$1,604.80	\$1,142.40	\$1,006.40	\$913.92	\$799.68	\$571.20	\$500.48	\$380.80	\$304.64	\$152.32

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FULL-RUN | WEEKEND PACKAGE (FRI.-SUN.)

Frequency	1/4 page	1/2 page	Full-page
13 consecutive weeks	\$7,934	\$13,800	\$24,000
26 consecutive weeks	\$7,380	\$12,834	\$22,320
52 consecutive weeks	\$6,862	\$11,936	\$20,758

FULL-RUN | 1x SUNDAY

Frequency	1/4 page	1/2 page	Full-page
13 consecutive weeks	\$4,761	\$8,280	\$14,400
26 consecutive weeks	\$4,428	\$7,700	\$13,392
52 consecutive weeks	\$4,118	\$7,161	\$12,455

FULL-RUN | 1x DAILY

Frequency	1/4 page	1/2 page	Full-page
13 consecutive weeks	\$3,967	\$6,900	\$12,000
26 consecutive weeks	\$3,690	\$6,417	\$11,160
52 consecutive weeks	\$3,431	\$5,968	\$10,379

FULL-RUN

Daily Readership	971,000
Daily Circulation	385,590



* Full-run frequency agreements apply to single dealer location

Source: ABC audit for 12 months ended September 30, 2006
 Scarborough Research, July 2007

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