

2008 30- Sheet Rate Card

Palm Springs/Coachella GENERAL MARKET COVERAGE* GRPS

| ALLOTMENTS (# OF PANELS) | 4-WEEK RATE PER PANEL | TOTAL PER 4 WEEKS | 30- |
|--------------------------|-----------------------|-------------------|-----------------------------|
| sheets #10060 | \$750.00 | \$45,000.00 | #50 30 \$775.00 \$23,250.00 |
| | | | #25 15 \$800.00 \$12,000.00 |
| 30-sheets #100 | 24 \$750.00 | \$18,000.00 | #50 12 \$775.00 \$9,300.00 |
| | | | #25 6 \$800.00 |

\$4,800.00