



CALIFORNIA BENCH ADVERTISING

# Standard General Rates

EFFECTIVE JANUARY 1, 2002

## RATES FOR SHOWING BUYS

| General Market Showing Size | Number of Bench Panels | CONTRACT LENGTH |           |            |           |             |           |           |           |
|-----------------------------|------------------------|-----------------|-----------|------------|-----------|-------------|-----------|-----------|-----------|
|                             |                        | 1 Month         |           | 2-5 Months |           | 6-10 Months |           | 12 Months |           |
|                             |                        | Unit            | Per Month | Unit       | Per Month | Unit        | Per Month | Unit      | Per Month |
| #25                         | 300                    | \$180           | \$54,000  | \$124      | \$37,200  | \$97        | \$29,100  | \$65      | \$19,500  |
| #50                         | 600                    | \$174           | \$104,400 | \$121      | \$72,600  | \$94        | \$56,400  | \$63      | \$37,800  |
| #75                         | 900                    | \$169           | \$152,100 | \$117      | \$105,300 | \$91        | \$81,900  | \$61      | \$54,900  |
| #100                        | 1,200                  | \$164           | \$196,800 | \$114      | \$136,800 | \$88        | \$105,600 | \$59      | \$70,800  |

## RATES FOR INDIVIDUAL BENCH BUYS

| Per Unit Number of Bench Panels | CONTRACT LENGTH |           |            |           |             |           |           |           |
|---------------------------------|-----------------|-----------|------------|-----------|-------------|-----------|-----------|-----------|
|                                 | 1 Month         |           | 2-5 Months |           | 6-10 Months |           | 12 Months |           |
|                                 | Unit            | Per Month | Unit       | Per Month | Unit        | Per Month | Unit      | Per Month |
| 1                               | n/a             | -         | n/a        | -         | n/a         | -         | \$180     | \$180     |
| 2                               | n/a             | -         | n/a        | -         | n/a         | -         | \$155     | \$310     |
| 3                               | n/a             | -         | n/a        | -         | n/a         | -         | \$130     | \$390     |
| 4                               | n/a             | -         | n/a        | -         | n/a         | -         | \$104     | \$416     |
| 5                               | \$260           | \$1,300   | \$180      | \$900     | \$140       | \$700     | \$94      | \$470     |
| 10                              | \$244           | \$2,440   | \$169      | \$1,690   | \$132       | \$1,320   | \$88      | \$880     |
| 15                              | \$237           | \$3,555   | \$164      | \$2,460   | \$128       | \$1,920   | \$85      | \$1,275   |
| 20                              | \$230           | \$4,600   | \$159      | \$3,180   | \$124       | \$2,480   | \$83      | \$1,660   |
| 25                              | \$223           | \$5,575   | \$154      | \$3,850   | \$120       | \$3,000   | \$80      | \$2,000   |
| 50                              | \$210           | \$10,500  | \$145      | \$7,250   | \$113       | \$5,650   | \$76      | \$3,800   |
| 100                             | \$197           | \$19,700  | \$136      | \$13,600  | \$106       | \$10,600  | \$71      | \$7,100   |
| 200                             | \$185           | \$37,000  | \$128      | \$25,600  | \$100       | \$20,000  | \$67      | \$13,400  |

General market showing size and number of bench panels based on average Daily Effective Circulation (DEC) estimate of 9,500, developed by a preliminary sample audit. Audit circulation procedures developed by the Traffic Audit Bureau for outdoor media measurement. Production and Placement charges are NOT included in the prices quoted above. Please see Production Rate Estimate Sheet for those costs. **Some select bench locations throughout California are leased at a significantly higher rate than those General Rates quoted here.**