



Pub.0821-BLU



Agent Special Incentive Share Program

Divide Full Page Rate Amongst Agents Evenly

- 4-Column Book Divide Rate Card Up To 20 Agents Per Page
- 2-Column Book Divide Rate Card Up To 16 Agents Per Page
(reference Rates & Data for columns)
- If only one agent participates then that fraction of the rate card (1/20 or 1/16) will be the rate accepted by the publisher. We will accept the risk of any shortfall.
- Program Rate Frozen for Three Years

Note: if participation pushes ad to double truck continue to use same per agent rate.

Example

Dallas Spanish, TX ó Dir.#105657
 FPWP ó Full Page Rate Card - \$9,828.00
 4-column directory í í í í ÷ 20
 Per Agent Rate í í í í í ..\$ 491.40

If 15 agents participate the FPWP is rated at 15X\$491.40=\$7,371.00

Agent Separate Ad & Internet Special Incentive Individual Display Ad Program

Any agent wishing to place their own display ad may take:

- 70% off Rate Card 1st Year.
- 60% off Rate Card 2nd Year
- 50% off Rate Card 3rd Year + Frozen

50% off any online internet package when purchased in conjunction with display ad specials. Froze at 50% off for 3 years.

Questions call Jeff or Coral at 813-885-4005

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