

Poster Program Rates

| County | 4 Week Rate | Population |
|------------|-------------|------------|
| Adams | \$520 | 30,977 |
| Allen | \$832 | 338,352 |
| Benton | \$416 | 7,897 |
| Blackford | \$416 | 11,710 |
| Carroll | \$416 | 18,734 |
| Cass | \$416 | 35,447 |
| Clinton | \$520 | 30,573 |
| Dekalb | \$520 | 37,800 |
| Delaware | \$520 | 110,927 |
| Elkhart | \$832 | 186,724 |
| Fountain | \$416 | 15,478 |
| Fulton | \$520 | 18,862 |
| Grant | \$520 | 65,045 |
| Howard | \$520 | 77,343 |
| Huntington | \$416 | 34,350 |
| Jasper | \$416 | 29,700 |
| Jay | \$416 | 19,805 |
| Kosciusko | \$520 | 72,705 |
| LaGrange | \$416 | 34,515 |

| County | 4 Week Rate | Population |
|------------|-------------|------------|
| La Porte | \$520 | 101,465 |
| Madison | \$520 | 123,350 |
| Marshall | \$520 | 43,611 |
| Miami | \$416 | 33,835 |
| Montgomery | \$520 | 39,095 |
| Newton | \$416 | 13,318 |
| Noble | \$416 | 44,007 |
| Pulaski | \$416 | 12,347 |
| Randolph | \$416 | 23,916 |
| St. Joseph | \$832 | 249,764 |
| Starke | \$416 | 21,838 |
| Steuben | \$520 | 32,793 |
| Tippecanoe | \$832 | 172,005 |
| Tipton | \$500 | 14,707 |
| Wabash | \$520 | 30,503 |
| Warren | \$416 | 8,269 |
| Wells | \$520 | 25,698 |
| White | \$416 | 22,448 |
| Whitley | \$520 | 31,031 |

Rates are based on general market coverage, rates may vary if individual locations are selected. Poster production estimate cost \$120 per poster.

Burkhart Terms & Conditions

Investment Rates Rates are not negotiable and are the same for all political customers according to our current published rate card. Poster and vinyl production is a separate and additional costs to all rates. **Payment Terms** To reserve space, 50% of the contract amount must accompany the signed contract. This is non-refundable. The remaining 50% is due 30 days prior to posting. Full payment for the printing charges is to accompany the signed contract which will initiate production. If reserving space within 30 days of post date, 100% of investment is due at signing. **Material Production** Burkhart can facilitate the ordering of all materials on behalf of the client unless a client appointed group or advertising agency is providing that service. **Location** Locations will be charted and planned at the time of pre-payment. You will have final approval of the location list, provided that all changes are made two weeks before the scheduled date of posting. Burkhart will be considerate of other candidates in the market. Competing candidates may be placed in the line of sight of your advertising or on the opposite side of the structure. **Schedule** Locations are scheduled to start Mondays and complete on Sundays. The minimum buy duration is one period, which is four weeks or 28 days. Additional weeks can be purchased.

Burkhart reserves the right to cancel or alter a location list at any time. Burkhart will refund the remaining amount of the contract or location being cancelled. If it is necessary to change a location, it will be moved to a location of equal or greater value determined by daily effective circulation. Questions? Please refer to the terms and conditions page of your contract with Burkhart Advertising.

“Many a small thing has been made large by the right kind of advertising.”