



# DIRECTORY RATES W/DESC

106102 Ver #: 3

Atlanta Area Spanish GA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 600        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

### White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

### Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,320.00 |
| *TAL  | Trademark Alternate Call Listing                           | 75.00    |
| *TBLN | Trade Bold Name & Number Listing                           | 125.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 75.00    |
| *TE   | Trademark Extra Line                                       | 75.00    |
| *TM   | Trademark  | 1,100.00 |
| *TN   | Trade Name   | 420.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 75.00    |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 75.00    |

### Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 75.00  |
| *BLN  | Bold Name & Number Listing            | 125.00 |
| *CBL  | Cross Reference Bold Name Listing     | 125.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 75.00  |
| *EL   | Extra Line                            | 75.00  |
| *RL   | Regular Type Name Listing             | 75.00  |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,250.00  |
| DTWP  | Double Truck White Knockout Process Color          | 17,280.00 |
| FPWP  | Full Page White Knockout Process Color             | 10,800.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,500.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,125.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,500.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,375.00  |

### Space Listings

|      |                          |          |
|------|--------------------------|----------|
| *1HS | 1/2 inch Space Listing   | 250.00   |
| *2HS | 1 inch Space Listing     | 450.00   |
| *3HS | 1 1/2 inch Space Listing | 700.00   |
| *4HS | 2 inch Space Listing     | 850.00   |
| *5HS | 2-1/2 inch Space Listing | 950.00   |
| *6HS | 3 inch Space Listing     | 1,200.00 |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 770.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 935.00 |



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| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 600        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |          |
|-------|---------------------------------------|----------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 1,045.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 1,320.00 |

Coupons--White Knockout

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

Covers

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 20,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 20,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

Covers--Process Color

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 16,000.00 |
| FCSP | Front Cover Spot Process Color | 10,000.00 |

Covers--Miscellaneous

|     |                           |            |
|-----|---------------------------|------------|
| FTM | Front Cover Tip-On Magnet | 130,000.00 |
|-----|---------------------------|------------|

Other/promotional

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 25,000.00 |
| TABK  | Tab Back                                    | 25,000.00 |

Internet - Print Products

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 75.00  |
| ILB | Internet Listing Bold Type | 125.00 |

Internet - On Line - Banners

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

Internet - On Line - Coupon/promo Items

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

Internet - On Line - Links/listings

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

Special Pricing

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

106102 Ver #: 3

Atlanta Area Spanish GA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 600        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 62.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 37.50 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 550.00 |
| TRLP | 125.00 |



**DIRECTORY RATES W/DESC**

**106924 Ver #: 3**

**Boston Metro Spanish MA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/18/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 227        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 128.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 192.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

**Listings**

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 100.00 |
| *AL   | Alternate Call Listing            | 128.00 |
| *BLN  | Bold Name & Number Listing        | 200.00 |
| *EL   | Extra Line                        | 128.00 |
| *RL   | Regular Type Name Listing         | 128.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,600.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,900.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,500.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,100.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,150.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 3,300.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,050.00  |

**Space Listings**

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 250.00 |
| *2HS | 1 inch Space Listing     | 425.00 |
| *3HS | 1 1/2 inch Space Listing | 550.00 |
| *4HS | 2 inch Space Listing     | 625.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 825.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 605.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 688.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 908.00 |



**DIRECTORY RATES W/DESC**

**106924 Ver #: 3**

**Boston Metro Spanish MA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/18/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 227        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 20,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 9,000.00  |
| FCSP | Front Cover Spot Process Color | 12,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 1,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 8,000.00  |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 128.00 |
| ILB | Internet Listing Bold Type | 200.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|



DIRECTORY RATES W/DESC

105532 Ver #: 4

Bronx Spanish NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 154        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 100.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 175.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 3,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,800.00  |
| DTWP  | Double Truck White Knockout Process Color          | 10,500.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,500.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,000.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 4,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,500.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 370.00 |
| *3HS | 1 1/2 inch Space Listing | 450.00 |
| *4HS | 2 inch Space Listing     | 550.00 |
| *5HS | 2-1/2 inch Space Listing | 650.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 495.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 605.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 715.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**105532 Ver #: 4**

**Bronx Spanish NY**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
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| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 154        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 8,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 22,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 9,000.00 |
| FCSP | Front Cover Spot Process Color | 8,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 30,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 2,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 12,000.00 |
| TABK  | Tab Back                                    | 12,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |



DIRECTORY RATES W/DESC

105532 Ver #: 4

Bronx Spanish NY

|               |            |                  |                           |                   |     |             |       |
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| Pop (000)     | 154        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |
| TRLF          |            |                  |                           |                   |     |             | 0.00  |
| TRLL2         |            |                  |                           |                   |     |             | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

105533 Ver #: 4

Brooklyn NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 154        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |   |           |
|-------|---|-----------|
| DQCWP | Double Quarter Column White Knockout Process Color        | 2,498.00  |
| DTQWP | Double Triple Quarter Column White Knockout Process Color | 5,450.00  |
| DTWP  | Double Truck White Knockout Process Color                 | 14,392.00 |
| FPWP  | Full Page White Knockout Process Color                    | 8,995.00  |
| HPWP  | Half Page White Knockout Process Color                    | 6,995.00  |
| QCWP  | Quarter Column White Knockout Process Color               | 1,249.00  |
| QPWP  | Quarter Page White Knockout Process Color                 | 4,995.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color        | 3,747.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



**DIRECTORY RATES W/DESC**

**105533 Ver #: 4**

**Brooklyn NY**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 154        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

105533 Ver #: 4

Brooklyn NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 154        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



**DIRECTORY RATES W/DESC**

**012268 Ver #: 13**

**Broward County Span FL**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 187        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 2,975.00 |
| *TAL  | Trademark Alternate Call Listing                           | 200.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 275.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 200.00   |
| *TE   | Trademark Extra Line                                       | 200.00   |
| *TM   | Trademark  | 2,375.00 |
| *TN   | Trade Name   | 420.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 200.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 200.00   |

**Listings**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 0.00   |
| *AL   | Alternate Call Listing                | 200.00 |
| *BLN  | Bold Name & Number Listing            | 275.00 |
| *CBL  | Cross Reference Bold Name Listing     | 275.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 200.00 |
| *EL   | Extra Line                            | 200.00 |
| *RL   | Regular Type Name Listing             | 200.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 6,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 4,250.00  |
| DTWP  | Double Truck White Knockout Process Color          | 17,280.00 |
| FPWP  | Full Page White Knockout Process Color             | 10,800.00 |
| HPWP  | Half Page White Knockout Process Color             | 8,500.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 3,125.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 7,500.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 5,375.00  |

**Space Listings**

|      |                          |          |
|------|--------------------------|----------|
| *1HS | 1/2 inch Space Listing   | 1,100.00 |
| *2HS | 1 inch Space Listing     | 1,136.00 |
| *3HS | 1 1/2 inch Space Listing | 1,736.00 |
| *4HS | 2 inch Space Listing     | 2,336.00 |
| *5HS | 2-1/2 inch Space Listing | 2,736.00 |
| *6HS | 3 inch Space Listing     | 3,036.00 |

**Space Listings With Artwork**

|       |                                       |          |
|-------|---------------------------------------|----------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 1,910.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 2,570.00 |



**DIRECTORY RATES W/DESC**

**012268 Ver #: 13**

**Broward County Span FL**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 187        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |          |
|-------|---------------------------------------|----------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 3,010.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 3,340.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 20,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 20,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 16,000.00 |
| FCSP | Front Cover Spot Process Color | 10,000.00 |

**Covers--Miscellaneous**

|     |                           |            |
|-----|---------------------------|------------|
| FTM | Front Cover Tip-On Magnet | 130,000.00 |
|-----|---------------------------|------------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 25,000.00 |
| TABK  | Tab Back                                    | 25,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 200.00 |
| ILB | Internet Listing Bold Type | 275.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

012268 Ver #: 13

Broward County Span FL

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 187        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |        |
|-------|--------|
| TBLL2 | 137.50 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 100.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |          |
|------|----------|
| TM1  | 0.00     |
| TM2  | 1,187.50 |
| TRLP | 275.00   |



DIRECTORY RATES W/DESC

106941 Ver #: 3

Brownsville-McAllen TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/18/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 987        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 200.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 100.00 |
| *AL   | Alternate Call Listing            | 128.00 |
| *BLN  | Bold Name & Number Listing        | 200.00 |
| *EL   | Extra Line                        | 128.00 |
| *RL   | Regular Type Name Listing         | 128.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,600.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,900.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,500.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,050.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 900.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 3,900.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,050.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 250.00 |
| *2HS | 1 inch Space Listing     | 425.00 |
| *3HS | 1 1/2 inch Space Listing | 550.00 |
| *4HS | 2 inch Space Listing     | 625.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 825.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 605.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 688.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 908.00 |



**DIRECTORY RATES W/DESC**

**106941 Ver #: 3**

**Brownsville-McAllen TX**

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/18/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 987        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

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**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 20,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 9,000.00  |
| FCSP | Front Cover Spot Process Color | 12,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 1,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 8,000.00  |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 128.00 |
| ILB | Internet Listing Bold Type | 200.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|



**DIRECTORY RATES W/DESC**

**104870 Ver #: 5**

**Charlotte Spanish NC**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/19/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

\*CTM Custom Trademark 1,013.00  
 \*TAL Trademark Alternate Call Listing 128.00  
 \*TBLN Trade Bold Name & Number Listing 200.00  
 \*TC Trade Cross Reference Regular Listing 128.00  
 \*TE Trademark Extra Line 128.00  
 \*TM Trademark 844.00  
 \*TN Trade Name 192.00  
 \*TNAL Trade Name Alternate Call Listing 128.00  
 \*TRL Trademark Regular Type Name (upper and lower case) Listing 128.00

**Listings**

\*ABLN Anchor Bold Name & Number Listing 100.00  
 \*AL Alternate Call Listing 128.00  
 \*BLN Bold Name & Number Listing 200.00  
 \*EL Extra Line 128.00  
 \*RL Regular Type Name Listing 128.00

**Display--White Knockout - Process Color**

DHCWP Double Half Column White Knockout Process Color 2,700.00  
 DQCWP Double Quarter Column White Knockout Process Color 1,600.00  
 DTWP Double Truck White Knockout Process Color 12,900.00  
 FPWP Full Page White Knockout Process Color 8,500.00  
 HPWP Half Page White Knockout Process Color 5,100.00  
 QCWP Quarter Column White Knockout Process Color 1,150.00  
 THCWP Triple Half Column White Knockout Process Color 3,300.00  
 TQCWP Triple Quarter Column White Knockout Process Color 2,050.00

**Space Listings**

\*1HS 1/2 inch Space Listing 250.00  
 \*2HS 1 inch Space Listing 425.00  
 \*3HS 1 1/2 inch Space Listing 550.00  
 \*4HS 2 inch Space Listing 625.00  
 \*5HS 2-1/2 inch Space Listing 700.00  
 \*6HS 3 inch Space Listing 825.00

**Space Listings With Artwork**

\*3HSA 1 1/2 inch Space Listing with Artwork 605.00  
 \*4HSA 2 inch Space Listing with Artwork 688.00  
 \*5HSA 2-1/2 inch Space Listing with Artwork 770.00  
 \*6HSA 3 inch Space Listing with Artwork 908.00



**DIRECTORY RATES W/DESC**

**104870 Ver #: 5**

**Charlotte Spanish NC**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/19/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 20,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 9,000.00  |
| FCSP | Front Cover Spot Process Color | 12,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 1,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 8,000.00  |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 128.00 |
| ILB | Internet Listing Bold Type | 200.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 100.00 |
| TBLNF | 0.00   |



DIRECTORY RATES W/DESC

104870 Ver #: 5

Charlotte Spanish NC

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/19/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |
| TRLF          |            |                  |                           |                   |     |             | 0.00  |
| TRLL2         |            |                  |                           |                   |     |             | 64.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |  |        |
|------|--|--------|
| TM1  |  | 0.00   |
| TM2  |  | 422.00 |
| TRLP |  | 200.00 |



DIRECTORY RATES W/DESC

106928 Ver #: 2

Chicago Metro IL

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/07/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 819        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,125.00 |
| *TAL  | Trademark Alternate Call Listing                           | 150.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 300.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 150.00   |
| *TE   | Trademark Extra Line                                       | 150.00   |
| *TM   | Trademark  | 750.00   |
| *TN   | Trade Name   | 350.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 150.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 150.00   |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 200.00 |
| *AL   | Alternate Call Listing            | 125.00 |
| *BLN  | Bold Name & Number Listing        | 385.00 |
| *EL   | Extra Line                        | 125.00 |
| *RL   | Regular Type Name Listing         | 125.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 3,750.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,750.00  |
| DTWP  | Double Truck White Knockout Process Color          | 18,650.00 |
| FPWP  | Full Page White Knockout Process Color             | 11,650.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,250.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,500.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 4,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,500.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 300.00 |
| *2HS | 1 inch Space Listing     | 425.00 |
| *3HS | 1 1/2 inch Space Listing | 450.00 |
| *4HS | 2 inch Space Listing     | 600.00 |
| *5HS | 2-1/2 inch Space Listing | 750.00 |
| *6HS | 3 inch Space Listing     | 900.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 495.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 660.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 825.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 990.00 |



**DIRECTORY RATES W/DESC**

**106928 Ver #: 2**

**Chicago Metro IL**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/07/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 819        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 15,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 15,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 30,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 25,000.00 |
| FCSP | Front Cover Spot Process Color | 35,000.00 |

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,250.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,500.00  |
| TABF  | Tab Front                                   | 18,250.00 |
| TABK  | Tab Back                                    | 18,250.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 200.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|



**DIRECTORY RATES W/DESC**

**104346 Ver #: 5**

**Cincinnati Spanish OH**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 03/26/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 18  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 01/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 150        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

**Listings**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 175.00 |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 1,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 750.00    |
| DTWP  | Double Truck White Knockout Process Color          | 12,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,540.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 375.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 2,500.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 1,125.00  |

**Space Listings**

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

104346 Ver #: 5

Cincinnati Spanish OH

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 03/26/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 18  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 01/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 150        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

104346 Ver #: 5

Cincinnati Spanish OH

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 03/26/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 18  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 01/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 150        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

105657 Ver #: 3

Dallas Spanish TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 833        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 175.00 |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |   |           |
|-------|---|-----------|
| DQCWP | Double Quarter Column White Knockout Process Color        | 1,350.00  |
| DTQWP | Double Triple Quarter Column White Knockout Process Color | 4,050.00  |
| DTWP  | Double Truck White Knockout Process Color                 | 15,725.00 |
| FPWP  | Full Page White Knockout Process Color                    | 9,828.00  |
| HPWP  | Half Page White Knockout Process Color                    | 6,042.00  |
| QCWP  | Quarter Column White Knockout Process Color               | 675.00    |
| QPWP  | Quarter Page White Knockout Process Color                 | 2,700.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color        | 2,025.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

105657 Ver #: 3

Dallas Spanish TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 833        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

Coupons--White Knockout

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

Covers

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

Covers--Process Color

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

Covers--Miscellaneous

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

Other/promotional

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

Internet - Print Products

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

Internet - On Line - Banners

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

Internet - On Line - Coupon/promo Items

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

Internet - On Line - Links/listings

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

Special Pricing

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

105657 Ver #: 3

Dallas Spanish TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 833        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



**DIRECTORY RATES W/DESC**

**106935 Ver #: 3**

**Denver Spanish CO**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/14/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 500        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

\*CTM Custom Trademark 1,125.00  
 \*TAL Trademark Alternate Call Listing 100.00  
 \*TBLN Trade Bold Name & Number Listing 300.00  
 \*TE Trademark Extra Line 100.00  
 \*TM Trademark 750.00  
 \*TN Trade Name 350.00  
 \*TNAL Trade Name Alternate Call Listing 100.00  
 \*TRL Trademark Regular Type Name (upper and lower case) Listing 100.00

**Listings**

\*ABLN Anchor Bold Name & Number Listing 300.00  
 \*AL Alternate Call Listing 100.00  
 \*BLN Bold Name & Number Listing 300.00  
 \*EL Extra Line 100.00  
 \*RL Regular Type Name Listing 100.00

**Display--White Knockout - Process Color**

DHCWP Double Half Column White Knockout Process Color 5,300.00  
 DQCWP Double Quarter Column White Knockout Process Color 1,500.00  
 DTWP Double Truck White Knockout Process Color 12,000.00  
 FPWP Full Page White Knockout Process Color 8,000.00  
 HPWP Half Page White Knockout Process Color 5,900.00  
 QCWP Quarter Column White Knockout Process Color 1,284.00  
 TQCWP Triple Quarter Column White Knockout Process Color 2,500.00

**Space Listings**

\*1HS 1/2 inch Space Listing 185.00  
 \*2HS 1 inch Space Listing 400.00  
 \*3HS 1 1/2 inch Space Listing 425.00  
 \*4HS 2 inch Space Listing 540.00  
 \*5HS 2-1/2 inch Space Listing 700.00  
 \*6HS 3 inch Space Listing 772.00

**Space Listings With Artwork**

\*3HSA 1 1/2 inch Space Listing with Artwork 468.00  
 \*4HSA 2 inch Space Listing with Artwork 594.00  
 \*5HSA 2-1/2 inch Space Listing with Artwork 770.00  
 \*6HSA 3 inch Space Listing with Artwork 849.00

**Covers**

CBS Cover Brand Spot 20,000.00



**DIRECTORY RATES W/DESC**

**106935 Ver #: 3**

**Denver Spanish CO**

|  |            |   |                           |                   |     |             |           |
|--|------------|---|---------------------------|-------------------|-----|-------------|-----------|
| Pub Initials                                   | BLU        | Pub Name  | Seccion Amarilla USA, LLC |                   |     |             |           |
| Pub Code                                       | 0821       | Pub Date  | 11/10                     | Issue Length      | 12  | Make-up     | Y         |
| Close Date                                     | 08/14/2010 | FOSD  | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m         |
| WP Close Date                                  |            | Prev Pub  | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4     |
| Pop (000)                                      | 500        | Printed Copies                                  |                           | Lang Sections     | E   | Business    | N         |
| Usg/Split Run                                  | N / N      | Electronic Dist.                                |                           | Language(s)       | SP  | Rate Lock   | False     |
| <hr/>  |            |   |                           |                   |     |             |           |
| IBFWP  |            | Inside Back Cover White Knockout Process Color  |                           |                   |     |             | 8,900.00  |
| IFCWP  |            | Inside Front Cover White Knockout Process Color |                           |                   |     |             | 8,900.00  |
| OBFWP  |            | Outside Back Cover White Knockout Process Color |                           |                   |     |             | 17,500.00 |
| <b>Covers--Process Color</b>                   |            |   |                           |                   |     |             |           |
| CSP  |            | Cover Spine Process Color                       |                           |                   |     |             | 6,650.00  |
| FCSP   |            | Front Cover Spot Process Color                  |                           |                   |     |             | 9,500.00  |
| <b>Covers--Miscellaneous</b>                   |            |   |                           |                   |     |             |           |
| FTM  |            | Front Cover Tip-On Magnet                       |                           |                   |     |             | 25,000.00 |
| <b>Other/promotional</b>                       |            |   |                           |                   |     |             |           |
| BAN  |            | Banner Ad                                       |                           |                   |     |             | 1,000.00  |
| EBAN   |            | Emergency Page Banner Ad                        |                           |                   |     |             | 2,000.00  |
| MFFWP  |            | Menu Full Page White Knockout Process Color     |                           |                   |     |             | 2,000.00  |
| TABF   |            | Tab Front                                       |                           |                   |     |             | 10,000.00 |
| TABK   |            | Tab Back  |                           |                   |     |             | 10,000.00 |
| <b>Internet - Print Products</b>               |            |   |                           |                   |     |             |           |
| IL   |            | Internet Listing                                |                           |                   |     |             | 125.00    |
| ILB  |            | Internet Listing Bold Type                      |                           |                   |     |             | 175.00    |
| <b>Internet - On Line - Banners</b>            |            |   |                           |                   |     |             |           |
| BANB   |            | Banner Ad - Entire Nation                       |                           |                   |     |             | 96,000.00 |
| XNBC   |            | Internet Banner - City Guide                    |                           |                   |     |             | 7,200.00  |
| <b>Internet - On Line - Coupon/promo Items</b> |            |   |                           |                   |     |             |           |
| IBRP   |            | Internet Bronze Package                         |                           |                   |     |             | 650.00    |
| IDP  |            | Internet Diamond Package                        |                           |                   |     |             | 1,625.00  |
| IGP  |            | Internet Gold Package                           |                           |                   |     |             | 1,300.00  |
| ISP  |            | Internet Silver Package                         |                           |                   |     |             | 975.00    |
| <b>Internet - On Line - Links/listings</b>     |            |   |                           |                   |     |             |           |
| ISPL   |            | Internet Sponsor Listing                        |                           |                   |     |             | 2,600.00  |



**DIRECTORY RATES W/DESC**

**105400 Ver #: 4**

**El Paso Spanish TX**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 09/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 10/15/2010                | Prev Issue Length | 16  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 05/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 144        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,200.00 |
| *TAL  | Trademark Alternate Call Listing                           | 168.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 305.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 168.00   |
| *TE   | Trademark Extra Line                                       | 120.00   |
| *TM   | Trademark  | 1,005.00 |
| *TN   | Trade Name   | 434.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 168.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 168.00   |

**Listings**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 152.00 |
| *AL   | Alternate Call Listing                | 168.00 |
| *BLN  | Bold Name & Number Listing            | 305.00 |
| *CBL  | Cross Reference Bold Name Listing     | 305.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 168.00 |
| *EL   | Extra Line                            | 120.00 |
| *RL   | Regular Type Name Listing             | 168.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 3,180.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,590.00  |
| DTWP  | Double Truck White Knockout Process Color          | 20,976.00 |
| FPWP  | Full Page White Knockout Process Color             | 13,110.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,635.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 795.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 4,770.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,385.00  |

**Space Listings**

|      |                          |          |
|------|--------------------------|----------|
| *1HS | 1/2 inch Space Listing   | 210.00   |
| *2HS | 1 inch Space Listing     | 360.00   |
| *3HS | 1 1/2 inch Space Listing | 510.00   |
| *4HS | 2 inch Space Listing     | 640.00   |
| *5HS | 2-1/2 inch Space Listing | 840.00   |
| *6HS | 3 inch Space Listing     | 1,045.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 561.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 704.00 |



**DIRECTORY RATES W/DESC**

**105400 Ver #: 4**

**El Paso Spanish TX**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 09/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 10/15/2010                | Prev Issue Length | 16  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 05/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 144        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |          |
|-------|---------------------------------------|----------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 924.00   |
| *6HSA | 3 inch Space Listing with Artwork     | 1,150.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 228.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 12,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 12,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 12,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 35,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 8,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 9,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,500.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 168.00 |
| ILB | Internet Listing Bold Type | 300.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

105400 Ver #: 4

El Paso Spanish TX

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 09/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 10/15/2010                | Prev Issue Length | 16  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 05/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 144        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 152.50 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 84.00  |

**Special Pricing**

**(002890) TM PROMOTION**

**TRADE**

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 502.50 |
| TRLP | 305.00 |



DIRECTORY RATES W/DESC

105668 Ver #: 3

Fort Worth Spanish TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 13  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 07/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 385        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 360.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 175.00 |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 360.00 |
| *CBL  | Cross Reference Bold Name Listing     | 360.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,350.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,725.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,828.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,042.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 675.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 4,050.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,025.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

105668 Ver #: 3

Fort Worth Spanish TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 13  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 07/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 385        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

105668 Ver #: 3

Fort Worth Spanish TX

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 13  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 07/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 385        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 180.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 50.00  |

**Special Pricing**

**(002890) TM PROMOTION**

**TRADE**

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 360.00 |



**DIRECTORY RATES W/DESC**

**105399 Ver #: 4**

**Houston Metro Spa TX**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/11/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1329       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,466.00 |
| *TAL  | Trademark Alternate Call Listing                           | 75.00    |
| *TBLN | Trade Bold Name & Number Listing                           | 125.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 75.00    |
| *TE   | Trademark Extra Line                                       | 75.00    |
| *TM   | Trademark  | 1,222.00 |
| *TN   | Trade Name   | 844.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 75.00    |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 75.00    |

**Listings**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 75.00  |
| *BLN  | Bold Name & Number Listing            | 125.00 |
| *CBL  | Cross Reference Bold Name Listing     | 125.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 75.00  |
| *EL   | Extra Line                            | 75.00  |
| *RL   | Regular Type Name Listing             | 75.00  |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DQCWP | Double Quarter Column White Knockout Process Color | 2,700.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,725.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,828.00  |
| HCWP  | Half Column White Knockout Process Color           | 2,700.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,042.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,350.00  |

**Space Listings**

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 186.00 |
| *2HS | 1 inch Space Listing     | 285.00 |
| *3HS | 1 1/2 inch Space Listing | 423.00 |
| *4HS | 2 inch Space Listing     | 542.00 |
| *5HS | 2-1/2 inch Space Listing | 681.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 465.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 596.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 749.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**105399 Ver #: 4**

**Houston Metro Spa TX**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/11/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1329       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 12,525.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 12,525.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 20,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 30,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 12,297.00 |
| TABK  | Tab Back                                    | 12,297.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 75.00  |
| ILB | Internet Listing Bold Type | 125.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 62.50 |
| TBLNF | 0.00  |



DIRECTORY RATES W/DESC

105399 Ver #: 4

Houston Metro Spa TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/11/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1329       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |       |
|-------|-------|
| TRLF  | 0.00  |
| TRLL2 | 37.50 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 611.00 |
| TRLP | 125.00 |



DIRECTORY RATES W/DESC

104209 Ver #: 5

Indianapolis Spanish IN

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 278        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 973.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |   |        |
|-------|---|--------|
| *ABLN | Anchor Bold Name & Number Listing       | 175.00 |
| *AL   | Alternate Call Listing                  | 100.00 |
| ASBN  | Anchor Super Bold Name & Number Listing | 360.00 |
| *BLN  | Bold Name & Number Listing              | 175.00 |
| *CBL  | Cross Reference Bold Name Listing       | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing   | 100.00 |
| *EL   | Extra Line                              | 100.00 |
| *RL   | Regular Type Name Listing               | 100.00 |
| SBNL  | Superbold Name & Number Listing         | 360.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 5,300.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,500.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,000.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,540.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 945.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 5,920.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,500.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |



DIRECTORY RATES W/DESC

104209 Ver #: 5

Indianapolis Spanish IN

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 278        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

Coupons--White Knockout

|       |   |          |
|-------|---|----------|
| CPFWP | Coupon Full Page White Knockout Process Color | 3,000.00 |
| CPNWP | Coupon White Knockout Process Color           | 500.00   |

Covers

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

Covers--Process Color

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

Covers--Miscellaneous

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

Other/promotional

|       |   |           |
|-------|---|-----------|
| CPB   | Community Pages Banner                      | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

Internet - Print Products

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

Internet - On Line - Banners

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

Internet - On Line - Coupon/promo Items

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

Internet - On Line - Links/listings

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|



DIRECTORY RATES W/DESC

104209 Ver #: 5

Indianapolis Spanish IN

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 278        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

**Special Pricing**

**(002890) TM PROMOTION**

**TRADE**

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



**DIRECTORY RATES W/DESC**

**104091 Ver #: 7**

**Kansas City Spanish MO**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/15/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 209        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

**Listings**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,250.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 625.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 3,750.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 1,875.00  |

**Space Listings**

|      |                          |          |
|------|--------------------------|----------|
| *1HS | 1/2 inch Space Listing   | 210.00   |
| *2HS | 1 inch Space Listing     | 360.00   |
| *3HS | 1 1/2 inch Space Listing | 510.00   |
| *4HS | 2 inch Space Listing     | 640.00   |
| *5HS | 2-1/2 inch Space Listing | 840.00   |
| *6HS | 3 inch Space Listing     | 1,045.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 561.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 704.00 |



**DIRECTORY RATES W/DESC**

**104091 Ver #: 7**

**Kansas City Spanish MO**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/15/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 209        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |          |
|-------|---------------------------------------|----------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 924.00   |
| *6HSA | 3 inch Space Listing with Artwork     | 1,150.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

104091 Ver #: 7

Kansas City Spanish MO

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/15/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 209        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

106877 Ver #: 2

Las Vegas Spanish NV

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 09/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/04/2010 | FOSD             | 10/15/2010                | Prev Issue Length | 21  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 455        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 250.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 100.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 175.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 3,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,025.00  |
| DTWP  | Double Truck White Knockout Process Color          | 11,000.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,500.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,000.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,250.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 4,500.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,800.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 200.00 |
| *2HS | 1 inch Space Listing     | 375.00 |
| *3HS | 1 1/2 inch Space Listing | 450.00 |
| *4HS | 2 inch Space Listing     | 525.00 |
| *5HS | 2-1/2 inch Space Listing | 650.00 |
| *6HS | 3 inch Space Listing     | 775.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 495.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 578.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 715.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 853.00 |



**DIRECTORY RATES W/DESC**

**106877 Ver #: 2**

**Las Vegas Spanish NV**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 09/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/04/2010 | FOSD             | 10/15/2010                | Prev Issue Length | 21  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 455        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 10,000.00 |
| FCSP | Front Cover Spot Process Color | 9,250.00  |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 30,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 2,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 12,000.00 |
| TABK  | Tab Back                                    | 12,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |



DIRECTORY RATES W/DESC

106877 Ver #: 2

Las Vegas Spanish NV

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 09/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/04/2010 | FOSD             | 10/15/2010                | Prev Issue Length | 21  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 455        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |       |
|-------|-------|
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

106823 Ver #: 3

Lexington Spanish KY

Table with 8 columns: Pub Initials, Pub Code, Close Date, WP Close Date, Pop (000), Usg/Split Run, Pub Name, Pub Date, FOSD, Prev Pub, Printed Copies, Electronic Dist., Seccion Amarilla USA, LLC, Issue Length, Prev Issue Length, Currency, Lang Sections, Language(s), Make-up, Copy Mat., WP/YP #Cols, Business, Rate Lock.

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

Table listing trade services: \*CTM Custom Trademark (1,013.00), \*TAL Trademark Alternate Call Listing (128.00), \*TBLN Trade Bold Name & Number Listing (200.00), \*TE Trademark Extra Line (128.00), \*TM Trademark (844.00), \*TN Trade Name (192.00), \*TNAL Trade Name Alternate Call Listing (128.00), \*TRL Trademark Regular Type Name (upper and lower case) Listing (128.00).

Listings

Table listing listing services: \*ABLN Anchor Bold Name & Number Listing (100.00), \*AL Alternate Call Listing (128.00), \*BLN Bold Name & Number Listing (200.00), \*EL Extra Line (128.00), \*RL Regular Type Name Listing (128.00).

Display--White Knockout - Process Color

Table listing display services: DQCWP Double Quarter Column White Knockout Process Color (1,450.00), DTWP Double Truck White Knockout Process Color (10,500.00), FPWP Full Page White Knockout Process Color (6,900.00), HCWP Half Column White Knockout Process Color (2,000.00), HPWP Half Page White Knockout Process Color (3,800.00), QCWP Quarter Column White Knockout Process Color (800.00).

Space Listings

Table listing space listing services: \*1HS 1/2 inch Space Listing (220.00), \*2HS 1 inch Space Listing (350.00), \*3HS 1 1/2 inch Space Listing (425.00), \*4HS 2 inch Space Listing (500.00), \*5HS 2-1/2 inch Space Listing (575.00), \*6HS 3 inch Space Listing (625.00).

Space Listings With Artwork

Table listing space listing services with artwork: \*3HSA 1 1/2 inch Space Listing with Artwork (468.00), \*4HSA 2 inch Space Listing with Artwork (550.00), \*5HSA 2-1/2 inch Space Listing with Artwork (633.00), \*6HSA 3 inch Space Listing with Artwork (688.00).

Coupons--White Knockout

CPNWP Coupon White Knockout Process Color 500.00



**DIRECTORY RATES W/DESC**

**106823 Ver #: 3**

**Lexington Spanish KY**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 03/26/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 14  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 05/09                     | Currency          | USD | WP/YP #Cols | 0 / 2 |
| Pop (000)     | 23         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,500.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 7,200.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 15,000.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 8,500.00 |
| FCSP | Front Cover Spot Process Color | 8,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 20,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |          |
|-------|---|----------|
| BAN   | Banner Ad                                   | 900.00   |
| EBAN  | Emergency Page Banner Ad                    | 1,500.00 |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00 |
| TABF  | Tab Front                                   | 8,000.00 |
| TABK  | Tab Back                                    | 7,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 128.00 |
| ILB | Internet Listing Bold Type | 200.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 100.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 64.00  |



DIRECTORY RATES W/DESC

106823 Ver #: 3

Lexington Spanish KY

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 03/26/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 14  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 05/09                     | Currency          | USD | WP/YP #Cols | 0 / 2 |
| Pop (000)     | 23         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 422.00 |
| TRLP | 200.00 |



DIRECTORY RATES W/DESC

105537 Ver #: 3

Long Island Spanish NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/08/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,995.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,498.00  |
| DTWP  | Double Truck White Knockout Process Color          | 14,392.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,995.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,995.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,249.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,450.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,747.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

105537 Ver #: 3

Long Island Spanish NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/08/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

105537 Ver #: 3

Long Island Spanish NY

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/08/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

**Special Pricing**

**(002890) TM PROMOTION**

**TRADE**

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



# DIRECTORY RATES W/DESC

106138 Ver #: 3

Los Angeles NE Span CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/23/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 2 |
| Pop (000)     | 750        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

### Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 128.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 192.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

### Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 200.00 |
| *AL   | Alternate Call Listing                | 128.00 |
| *BLN  | Bold Name & Number Listing            | 200.00 |
| *CBL  | Cross Reference Bold Name Listing     | 200.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 128.00 |
| *EL   | Extra Line                            | 128.00 |
| *RL   | Regular Type Name Listing             | 128.00 |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,600.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,300.00  |
| DTWP  | Double Truck White Knockout Process Color          | 18,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 11,750.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,150.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,450.00  |

### Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 285.00 |
| *3HS | 1 1/2 inch Space Listing | 420.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 680.00 |
| *6HS | 3 inch Space Listing     | 775.00 |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 462.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 748.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 853.00 |



**DIRECTORY RATES W/DESC**

**106138 Ver #: 3**

**Los Angeles NE Span CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/23/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 08/09                     | Currency          | USD | WP/YP #Cols | 0 / 2 |
| Pop (000)     | 750        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**Covers**

|       |   |           |
|-------|---|-----------|
| IBFWP | Inside Back Cover White Knockout Process Color  | 9,745.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,745.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 18,900.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,283.00 |
| FCSP | Front Cover Spot Process Color | 15,283.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,500.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 12,297.00 |
| TABK  | Tab Back                                    | 12,297.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|



DIRECTORY RATES W/DESC

105357 Ver #: 5

Los Angeles Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/25/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 647        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 4,800.00 |
| *TAL  | Trademark Alternate Call Listing                           | 250.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 500.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 187.00   |
| *TE   | Trademark Extra Line                                       | 212.00   |
| *TM   | Trademark  | 4,000.00 |
| *TN   | Trade Name   | 1,312.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 250.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 187.00   |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 312.00 |
| *AL   | Alternate Call Listing                | 250.00 |
| *BLN  | Bold Name & Number Listing            | 500.00 |
| *CBL  | Cross Reference Bold Name Listing     | 500.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 187.00 |
| *EL   | Extra Line                            | 212.00 |
| *RL   | Regular Type Name Listing             | 187.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 6,187.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 3,625.00  |
| DTWP  | Double Truck White Knockout Process Color          | 39,600.00 |
| FPWP  | Full Page White Knockout Process Color             | 24,750.00 |
| HPWP  | Half Page White Knockout Process Color             | 13,125.00 |
| QCWP  | Quarter Column White Knockout Process Color        | 1,812.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 7,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 5,437.00  |

Space Listings

|      |                          |          |
|------|--------------------------|----------|
| *1HS | 1/2 inch Space Listing   | 625.00   |
| *2HS | 1 inch Space Listing     | 1,125.00 |
| *3HS | 1 1/2 inch Space Listing | 1,750.00 |
| *4HS | 2 inch Space Listing     | 2,125.00 |
| *5HS | 2-1/2 inch Space Listing | 2,375.00 |
| *6HS | 3 inch Space Listing     | 3,000.00 |

Space Listings With Artwork

|       |                                       |          |
|-------|---------------------------------------|----------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 1,925.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 2,338.00 |



**DIRECTORY RATES W/DESC**

**105357 Ver #: 5**

**Los Angeles Spanish CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/25/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 647        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |          |
|-------|---------------------------------------|----------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 2,613.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 3,300.00 |

**Coupons--White Knockout**

|       |                                     |          |
|-------|-------------------------------------|----------|
| CPNWP | Coupon White Knockout Process Color | 1,250.00 |
|-------|-------------------------------------|----------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 50,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 50,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 87,500.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 45,000.00 |
| FCSP | Front Cover Spot Process Color | 25,000.00 |

**Covers--Miscellaneous**

|     |                           |            |
|-----|---------------------------|------------|
| FTM | Front Cover Tip-On Magnet | 125,000.00 |
|-----|---------------------------|------------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 2,500.00  |
| EBAN  | Emergency Page Banner Ad                    | 5,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 7,500.00  |
| TABF  | Tab Front                                   | 62,500.00 |
| TABK  | Tab Back                                    | 62,500.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 250.00 |
| ILB | Internet Listing Bold Type | 500.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

105357 Ver #: 5

Los Angeles Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/25/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 647        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

TRADE

|       |        |
|-------|--------|
| TBLL2 | 250.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 93.50  |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |          |
|------|----------|
| TM1  | 0.00     |
| TM2  | 2,000.00 |
| TRLP | 500.00   |



DIRECTORY RATES W/DESC

106940 Ver #: 2

Louisville Spanish KY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 03/26/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 21         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DQCWP | Double Quarter Column White Knockout Process Color | 2,500.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HCWP  | Half Column White Knockout Process Color           | 2,500.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,250.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**106940 Ver #: 2**

**Louisville Spanish KY**

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 03/26/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 21         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|



**DIRECTORY RATES W/DESC**

**101620 Ver #: 10**

**Manhattan Spanish NY**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 304        | Printed Copies   |                           | Lang Sections     | E   | Business    | Y     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 2,975.00 |
| *TAL  | Trademark Alternate Call Listing                           | 250.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 350.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 250.00   |
| *TE   | Trademark Extra Line                                       | 250.00   |
| *TM   | Trademark  | 2,375.00 |
| *TN   | Trade Name   | 1,899.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 250.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 250.00   |

**Listings**

|       |                                       |          |
|-------|---------------------------------------|----------|
| *ABLN | Anchor Bold Name & Number Listing     | 599.00   |
| *AL   | Alternate Call Listing                | 530.00   |
| *BLN  | Bold Name & Number Listing            | 1,266.00 |
| *CBL  | Cross Reference Bold Name Listing     | 599.00   |
| *CRL  | Cross Reference Reg Type Name Listing | 530.00   |
| *EL   | Extra Line                            | 530.00   |
| *RL   | Regular Type Name Listing             | 1,059.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 6,730.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 3,483.00  |
| DTWP  | Double Truck White Knockout Process Color          | 24,000.00 |
| FPWP  | Full Page White Knockout Process Color             | 16,200.00 |
| HPWP  | Half Page White Knockout Process Color             | 8,950.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,743.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 7,840.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 5,226.00  |

**Space Listings**

|      |                          |          |
|------|--------------------------|----------|
| *1HS | 1/2 inch Space Listing   | 1,193.00 |
| *2HS | 1 inch Space Listing     | 1,393.00 |
| *3HS | 1 1/2 inch Space Listing | 1,593.00 |
| *4HS | 2 inch Space Listing     | 1,793.00 |
| *5HS | 2-1/2 inch Space Listing | 1,943.00 |
| *6HS | 3 inch Space Listing     | 2,093.00 |

**Space Listings With Artwork**

|       |                                       |          |
|-------|---------------------------------------|----------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 1,752.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 1,972.00 |



DIRECTORY RATES W/DESC

101620 Ver #: 10

Manhattan Spanish NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 304        | Printed Copies   |                           | Lang Sections     | E   | Business    | Y     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |          |
|-------|---------------------------------------|----------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 2,137.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 2,302.00 |

Coupons--White Knockout

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

Covers

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

Covers--Process Color

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

Covers--Miscellaneous

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

Other/promotional

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

Internet - Print Products

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

Internet - On Line - Banners

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

Internet - On Line - Coupon/promo Items

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

Internet - On Line - Links/listings

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

Special Pricing

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

101620 Ver #: 10

Manhattan Spanish NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 304        | Printed Copies   |                           | Lang Sections     | E   | Business    | Y     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

TRADE

|       |        |
|-------|--------|
| TBLL2 | 175.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 125.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |          |
|------|----------|
| TM1  | 0.00     |
| TM2  | 1,187.50 |
| TRLP | 350.00   |



# DIRECTORY RATES W/DESC

012608 Ver #: 13

Miami-Dade Co Spansh FL

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/17/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 17  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 07/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1404       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

### White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

### Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 4,800.00 |
| *TAL  | Trademark Alternate Call Listing                           | 200.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 312.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 200.00   |
| *TE   | Trademark Extra Line                                       | 200.00   |
| *TM   | Trademark  | 4,000.00 |
| *TN   | Trade Name   | 1,312.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 200.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 200.00   |

### Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 275.00 |
| *AL   | Alternate Call Listing                | 200.00 |
| *BLN  | Bold Name & Number Listing            | 312.00 |
| *CBL  | Cross Reference Bold Name Listing     | 312.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 200.00 |
| *EL   | Extra Line                            | 200.00 |
| *RL   | Regular Type Name Listing             | 200.00 |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 11,250.00 |
| DQCWP | Double Quarter Column White Knockout Process Color | 5,625.00  |
| DTWP  | Double Truck White Knockout Process Color          | 43,200.00 |
| FPWP  | Full Page White Knockout Process Color             | 27,000.00 |
| HPWP  | Half Page White Knockout Process Color             | 16,250.00 |
| QCWP  | Quarter Column White Knockout Process Color        | 2,812.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 13,750.00 |
| TQCWP | Triple Quarter Column White Knockout Process Color | 8,437.00  |

### Space Listings

|      |                          |          |
|------|--------------------------|----------|
| *1HS | 1/2 inch Space Listing   | 625.00   |
| *2HS | 1 inch Space Listing     | 1,136.00 |
| *3HS | 1 1/2 inch Space Listing | 1,750.00 |
| *4HS | 2 inch Space Listing     | 2,236.00 |
| *5HS | 2-1/2 inch Space Listing | 2,375.00 |
| *6HS | 3 inch Space Listing     | 3,000.00 |

### Space Listings With Artwork

|       |                                       |          |
|-------|---------------------------------------|----------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 1,925.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 2,460.00 |



**DIRECTORY RATES W/DESC**

**012608 Ver #: 13**

**Miami-Dade Co Spansh FL**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/17/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 17  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 07/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1404       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |          |
|-------|---------------------------------------|----------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 2,613.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 3,300.00 |

**Coupons--White Knockout**

|       |                                     |          |
|-------|-------------------------------------|----------|
| CPNWP | Coupon White Knockout Process Color | 1,250.00 |
|-------|-------------------------------------|----------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 50,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 50,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 62,500.00 |

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 2,500.00  |
| EBAN  | Emergency Page Banner Ad                    | 5,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 5,000.00  |
| TABF  | Tab Front                                   | 62,500.00 |
| TABK  | Tab Back                                    | 62,500.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 200.00 |
| ILB | Internet Listing Bold Type | 312.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |  |        |
|-------|--|--------|
| TBLL2 |  | 156.00 |
| TBLNF |  | 0.00   |
| TRLF  |  | 0.00   |
| TRLL2 |  | 100.00 |



DIRECTORY RATES W/DESC

012608 Ver #: 13

Miami-Dade Co Spansh FL

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/17/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 17  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 07/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1404       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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Special Pricing

(002890) TM PROMOTION

TRADE

|      |          |
|------|----------|
| TM1  | 0.00     |
| TM2  | 2,000.00 |
| TRLP | 312.00   |



# DIRECTORY RATES W/DESC

104099 Ver #: 6

Nashville Spanish TN

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 178        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

### White Pages

WAFP White Page Article Full Page 8,500.00

### Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 128.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 192.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

### Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 200.00 |
| *AL   | Alternate Call Listing                | 128.00 |
| *BLN  | Bold Name & Number Listing            | 200.00 |
| *CBL  | Cross Reference Bold Name Listing     | 200.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 128.00 |
| *EL   | Extra Line                            | 128.00 |
| *RL   | Regular Type Name Listing             | 128.00 |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,600.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,300.00  |
| DTWP  | Double Truck White Knockout Process Color          | 18,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 11,750.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,150.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,450.00  |

### Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 285.00 |
| *3HS | 1 1/2 inch Space Listing | 420.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 680.00 |
| *6HS | 3 inch Space Listing     | 775.00 |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 462.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

104099 Ver #: 6

Nashville Spanish TN

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 178        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 748.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 853.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 9,745.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,745.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 18,900.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,283.00 |
| FCSP | Front Cover Spot Process Color | 15,283.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,500.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 12,297.00 |
| TABK  | Tab Back                                    | 12,297.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 128.00 |
| ILB | Internet Listing Bold Type | 200.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

104099 Ver #: 6

Nashville Spanish TN

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 178        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |        |
|-------|--------|
| TBLL2 | 100.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 64.00  |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 422.00 |
| TRLP | 200.00 |



# DIRECTORY RATES W/DESC

105666 Ver #: 3

New Jersey Spanish NJ

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/28/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 979        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

### White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

### Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

### Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,995.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,498.00  |
| DTWP  | Double Truck White Knockout Process Color          | 14,392.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,995.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,995.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,249.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,450.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,747.00  |

### Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

105666 Ver #: 3

New Jersey Spanish NJ

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/28/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 979        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

Coupons--White Knockout

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

Covers

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

Covers--Process Color

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

Covers--Miscellaneous

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

Other/promotional

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

Internet - Print Products

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

Internet - On Line - Banners

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

Internet - On Line - Coupon/promo Items

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

Internet - On Line - Links/listings

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

Special Pricing

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

105666 Ver #: 3

New Jersey Spanish NJ

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/28/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 979        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



# DIRECTORY RATES W/DESC

104794 Ver #: 5

New Orleans Spanish LA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 124        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

### White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

### Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 200.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

### Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 100.00 |
| *AL   | Alternate Call Listing            | 128.00 |
| *BLN  | Bold Name & Number Listing        | 200.00 |
| *EL   | Extra Line                        | 128.00 |
| *RL   | Regular Type Name Listing         | 128.00 |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,600.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,900.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,500.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,100.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 900.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 3,300.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,050.00  |

### Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 250.00 |
| *2HS | 1 inch Space Listing     | 425.00 |
| *3HS | 1 1/2 inch Space Listing | 550.00 |
| *4HS | 2 inch Space Listing     | 625.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 825.00 |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 605.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 688.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 908.00 |



**DIRECTORY RATES W/DESC**

**104794 Ver #: 5**

**New Orleans Spanish LA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 124        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 20,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 9,000.00  |
| FCSP | Front Cover Spot Process Color | 12,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 1,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 8,000.00  |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 100.00 |
| TBLNF | 0.00   |



DIRECTORY RATES W/DESC

104794 Ver #: 5

New Orleans Spanish LA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 124        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |
| TRLF          |            |                  |                           |                   |     |             | 0.00  |
| TRLL2         |            |                  |                           |                   |     |             | 64.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |  |  |  |  |  |  |        |
|------|--|--|--|--|--|--|--------|
| TM1  |  |  |  |  |  |  | 0.00   |
| TM2  |  |  |  |  |  |  | 422.00 |
| TRLP |  |  |  |  |  |  | 200.00 |



DIRECTORY RATES W/DESC

106946 Ver #: 2

Oakland-Alameda Span CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/16/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 62         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 128.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 192.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 200.00 |
| *AL   | Alternate Call Listing                | 128.00 |
| *BLN  | Bold Name & Number Listing            | 200.00 |
| *CBL  | Cross Reference Bold Name Listing     | 200.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 128.00 |
| *EL   | Extra Line                            | 128.00 |
| *RL   | Regular Type Name Listing             | 128.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,600.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,300.00  |
| DTWP  | Double Truck White Knockout Process Color          | 18,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 11,750.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,150.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,450.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 285.00 |
| *3HS | 1 1/2 inch Space Listing | 420.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 680.00 |
| *6HS | 3 inch Space Listing     | 775.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 462.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

106946 Ver #: 2

Oakland-Alameda Span CA

|  |            |   |                           |                   |     |             |            |
|--|------------|---|---------------------------|-------------------|-----|-------------|------------|
| Pub Initials                                   | BLU        | Pub Name  | Seccion Amarilla USA, LLC |                   |     |             |            |
| Pub Code                                       | 0821       | Pub Date  | 10/10                     | Issue Length      | 12  | Make-up     | Y          |
| Close Date                                     | 07/16/2010 | FOSD  | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m          |
| WP Close Date                                  |            | Prev Pub  | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4      |
| Pop (000)                                      | 62         | Printed Copies                                  |                           | Lang Sections     | E   | Business    | N          |
| Usg/Split Run                                  | N / N      | Electronic Dist.                                |                           | Language(s)       | SP  | Rate Lock   | True       |
| *5HSA  |            | 2-1/2 inch Space Listing with Artwork           |                           |                   |     |             | 748.00     |
| *6HSA  |            | 3 inch Space Listing with Artwork               |                           |                   |     |             | 853.00     |
| <b>Covers</b>                                  |            |   |                           |                   |     |             |            |
| CBS  |            | Cover Brand Spot                                |                           |                   |     |             | 20,000.00  |
| IBFWP  |            | Inside Back Cover White Knockout Process Color  |                           |                   |     |             | 9,745.00   |
| IFCWP  |            | Inside Front Cover White Knockout Process Color |                           |                   |     |             | 9,745.00   |
| OBFWP  |            | Outside Back Cover White Knockout Process Color |                           |                   |     |             | 18,900.00  |
| <b>Covers--Process Color</b>                   |            |   |                           |                   |     |             |            |
| CSP  |            | Cover Spine Process Color                       |                           |                   |     |             | 15,283.00  |
| FCSP   |            | Front Cover Spot Process Color                  |                           |                   |     |             | 15,283.00  |
| <b>Covers--Miscellaneous</b>                   |            |   |                           |                   |     |             |            |
| FTM  |            | Front Cover Tip-On Magnet                       |                           |                   |     |             | 32,500.00  |
| <b>Other/promotional</b>                       |            |   |                           |                   |     |             |            |
| BAN  |            | Banner Ad                                       |                           |                   |     |             | 1,000.00   |
| EBAN   |            | Emergency Page Banner Ad                        |                           |                   |     |             | 2,000.00   |
| MFFWP  |            | Menu Full Page White Knockout Process Color     |                           |                   |     |             | 3,000.00   |
| TABF   |            | Tab Front                                       |                           |                   |     |             | 12,297.00  |
| TABK   |            | Tab Back  |                           |                   |     |             | 12,297.00  |
| <b>Internet - Print Products</b>               |            |   |                           |                   |     |             |            |
| IL   |            | Internet Listing                                |                           |                   |     |             | 128.00     |
| ILB  |            | Internet Listing Bold Type                      |                           |                   |     |             | 200.00     |
| <b>Internet - On Line - Banners</b>            |            |   |                           |                   |     |             |            |
| BANB   |            | Banner Ad - Entire Nation                       |                           |                   |     |             | 114,000.00 |
| XNBC   |            | Internet Banner - City Guide                    |                           |                   |     |             | 66,000.00  |
| <b>Internet - On Line - Coupon/promo Items</b> |            |   |                           |                   |     |             |            |
| IBRP   |            | Internet Bronze Package                         |                           |                   |     |             | 650.00     |
| IDP  |            | Internet Diamond Package                        |                           |                   |     |             | 1,625.00   |
| IGP  |            | Internet Gold Package                           |                           |                   |     |             | 1,300.00   |
| ISP  |            | Internet Silver Package                         |                           |                   |     |             | 975.00     |
| <b>Internet - On Line - Links/listings</b>     |            |   |                           |                   |     |             |            |
| ISPL   |            | Internet Sponsor Listing                        |                           |                   |     |             | 2,600.00   |



DIRECTORY RATES W/DESC

105661 Ver #: 4

Orange Co North Sp CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/17/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 2 |
| Pop (000)     | 301        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 360.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 175.00 |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 360.00 |
| *CBL  | Cross Reference Bold Name Listing     | 360.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DQCWP | Double Quarter Column White Knockout Process Color | 2,900.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,840.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,900.00  |
| HCWP  | Half Column White Knockout Process Color           | 2,900.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,250.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,450.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

Coupons--White Knockout

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|



**DIRECTORY RATES W/DESC**

**105661 Ver #: 4**

**Orange Co North Sp CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/17/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 2 |
| Pop (000)     | 301        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Covers**

|       |   |           |
|-------|---|-----------|
| IBFWP | Inside Back Cover White Knockout Process Color  | 9,745.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,745.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 18,900.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,225.00 |
| FCSP | Front Cover Spot Process Color | 15,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,500.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 15,350.00 |
| TABK  | Tab Back                                    | 15,350.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 360.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 180.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 50.00  |



# DIRECTORY RATES W/DESC

105661 Ver #: 4

Orange Co North Sp CA

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/17/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 2 |
| Pop (000)     | 301        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

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## Special Pricing

(002890) TM PROMOTION

### TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 360.00 |



**DIRECTORY RATES W/DESC**

**105356 Ver #: 4**

**Orange Co Spanish CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/25/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 551        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 360.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

**Listings**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 175.00 |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 360.00 |
| *CBL  | Cross Reference Bold Name Listing     | 360.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,475.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,450.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,840.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,900.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,250.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 725.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 2,900.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,175.00  |

**Space Listings**

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



**DIRECTORY RATES W/DESC**

**105356 Ver #: 4**

**Orange Co Spanish CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/25/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 551        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 360.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

105356 Ver #: 4

Orange Co Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/25/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 551        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



**DIRECTORY RATES W/DESC**

**106104 Ver #: 3**

**Orlando Metro Span FL**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 333        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**White Pages**

WAFP White Page Article Full Page 8,500.00

**Trade**

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 128.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 192.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

**Listings**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 200.00 |
| *AL   | Alternate Call Listing                | 128.00 |
| *BLN  | Bold Name & Number Listing            | 200.00 |
| *CBL  | Cross Reference Bold Name Listing     | 200.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 128.00 |
| *EL   | Extra Line                            | 128.00 |
| *RL   | Regular Type Name Listing             | 128.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,600.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,300.00  |
| DTWP  | Double Truck White Knockout Process Color          | 18,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 11,750.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,150.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,450.00  |

**Space Listings**

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 285.00 |
| *3HS | 1 1/2 inch Space Listing | 420.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 680.00 |
| *6HS | 3 inch Space Listing     | 775.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 462.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



**DIRECTORY RATES W/DESC**

**106104 Ver #: 3**

**Orlando Metro Span FL**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 333        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 748.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 853.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 9,745.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,745.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 18,900.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,283.00 |
| FCSP | Front Cover Spot Process Color | 15,283.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,500.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 12,297.00 |
| TABK  | Tab Back                                    | 12,297.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 128.00 |
| ILB | Internet Listing Bold Type | 200.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

106104 Ver #: 3

Orlando Metro Span FL

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/21/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 333        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |        |
|-------|--------|
| TBLL2 | 100.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 64.00  |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 422.00 |
| TRLP | 200.00 |



DIRECTORY RATES W/DESC

106713 Ver #: 2

Palm Beach County Sp FL

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 140        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,050.00 |
| *TAL  | Trademark Alternate Call Listing                           | 65.00    |
| *TBLN | Trade Bold Name & Number Listing                           | 95.00    |
| *TE   | Trademark Extra Line                                       | 65.00    |
| *TM   | Trademark  | 875.00   |
| *TN   | Trade Name   | 375.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 65.00    |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 65.00    |

Listings

|       |                                   |       |
|-------|-----------------------------------|-------|
| *ABLN | Anchor Bold Name & Number Listing | 50.00 |
| *AL   | Alternate Call Listing            | 65.00 |
| *BLN  | Bold Name & Number Listing        | 95.00 |
| *EL   | Extra Line                        | 65.00 |
| *RL   | Regular Type Name Listing         | 65.00 |

Display--White Knockout - Process Color

|       |  |          |
|-------|--|----------|
| DQCWP | Double Quarter Column White Knockout Process Color | 1,400.00 |
| DTWP  | Double Truck White Knockout Process Color          | 7,500.00 |
| FPWP  | Full Page White Knockout Process Color             | 5,000.00 |
| HPWP  | Half Page White Knockout Process Color             | 2,600.00 |
| QCWP  | Quarter Column White Knockout Process Color        | 800.00   |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 190.00 |
| *2HS | 1 inch Space Listing     | 300.00 |
| *3HS | 1 1/2 inch Space Listing | 525.00 |
| *4HS | 2 inch Space Listing     | 635.00 |
| *5HS | 2-1/2 inch Space Listing | 715.00 |
| *6HS | 3 inch Space Listing     | 900.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 578.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 699.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 787.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 990.00 |

Coupons--White Knockout

CPNWP Coupon White Knockout Process Color 375.00

Covers

CBS Cover Brand Spot 20,000.00



**DIRECTORY RATES W/DESC**

**106713 Ver #: 2**

**Palm Beach County Sp FL**

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 140        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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|       |   |           |
|-------|---|-----------|
| IBFWP | Inside Back Cover White Knockout Process Color  | 9,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 10,000.00 |
| FCSP | Front Cover Spot Process Color | 12,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 900.00    |
| EBAN  | Emergency Page Banner Ad                    | 1,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 9,000.00  |

**Internet - Print Products**

|     |                            |       |
|-----|----------------------------|-------|
| IL  | Internet Listing           | 65.00 |
| ILB | Internet Listing Bold Type | 95.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 47.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 32.50 |

**Special Pricing**

**(002890) TM PROMOTION**



DIRECTORY RATES W/DESC

106713 Ver #: 2

Palm Beach County Sp FL

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 07/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 04/30/2010 | FOSD             | 08/15/2010                | Prev Issue Length | 19  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 140        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

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TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 437.50 |
| TRLP | 95.00  |



DIRECTORY RATES W/DESC

106948 Ver #: 3

Philadelphia Span PA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/19/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 249        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,125.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 300.00   |
| *TE   | Trademark Extra Line                                       | 100.00   |
| *TM   | Trademark  | 750.00   |
| *TN   | Trade Name   | 350.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00   |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 300.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 300.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 5,300.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,500.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,000.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,284.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,500.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

Covers

CBS Cover Brand Spot 20,000.00



**DIRECTORY RATES W/DESC**

**106948 Ver #: 3**

**Philadelphia Span PA**

|  |            |   |                           |                   |     |             |            |
|--|------------|---|---------------------------|-------------------|-----|-------------|------------|
| Pub Initials                                   | BLU        | Pub Name  | Seccion Amarilla USA, LLC |                   |     |             |            |
| Pub Code                                       | 0821       | Pub Date  | 12/10                     | Issue Length      | 12  | Make-up     | Y          |
| Close Date                                     | 08/19/2010 | FOSD  | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m          |
| WP Close Date                                  |            | Prev Pub  | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4      |
| Pop (000)                                      | 249        | Printed Copies                                  |                           | Lang Sections     | E   | Business    | N          |
| Usg/Split Run                                  | N / N      | Electronic Dist.                                |                           | Language(s)       | SP  | Rate Lock   | False      |
| <hr/>  |            |   |                           |                   |     |             |            |
| IBFWP  |            | Inside Back Cover White Knockout Process Color  |                           |                   |     |             | 8,900.00   |
| IFCWP  |            | Inside Front Cover White Knockout Process Color |                           |                   |     |             | 8,900.00   |
| OBFWP  |            | Outside Back Cover White Knockout Process Color |                           |                   |     |             | 17,500.00  |
| <b>Covers--Process Color</b>                   |            |   |                           |                   |     |             |            |
| CSP  |            | Cover Spine Process Color                       |                           |                   |     |             | 6,650.00   |
| FCSP   |            | Front Cover Spot Process Color                  |                           |                   |     |             | 9,500.00   |
| <b>Covers--Miscellaneous</b>                   |            |   |                           |                   |     |             |            |
| FTM  |            | Front Cover Tip-On Magnet                       |                           |                   |     |             | 25,000.00  |
| <b>Other/promotional</b>                       |            |   |                           |                   |     |             |            |
| BAN  |            | Banner Ad                                       |                           |                   |     |             | 1,000.00   |
| EBAN   |            | Emergency Page Banner Ad                        |                           |                   |     |             | 2,000.00   |
| MFFWP  |            | Menu Full Page White Knockout Process Color     |                           |                   |     |             | 2,000.00   |
| TABF   |            | Tab Front                                       |                           |                   |     |             | 10,000.00  |
| TABK   |            | Tab Back  |                           |                   |     |             | 10,000.00  |
| <b>Internet - Print Products</b>               |            |   |                           |                   |     |             |            |
| IL   |            | Internet Listing                                |                           |                   |     |             | 100.00     |
| ILB  |            | Internet Listing Bold Type                      |                           |                   |     |             | 175.00     |
| <b>Internet - On Line - Banners</b>            |            |   |                           |                   |     |             |            |
| BANB   |            | Banner Ad - Entire Nation                       |                           |                   |     |             | 114,000.00 |
| XNBC   |            | Internet Banner - City Guide                    |                           |                   |     |             | 66,000.00  |
| <b>Internet - On Line - Coupon/promo Items</b> |            |   |                           |                   |     |             |            |
| IBRP   |            | Internet Bronze Package                         |                           |                   |     |             | 650.00     |
| IDP  |            | Internet Diamond Package                        |                           |                   |     |             | 1,625.00   |
| IGP  |            | Internet Gold Package                           |                           |                   |     |             | 1,300.00   |
| ISP  |            | Internet Silver Package                         |                           |                   |     |             | 975.00     |
| <b>Internet - On Line - Links/listings</b>     |            |   |                           |                   |     |             |            |
| ISPL   |            | Internet Sponsor Listing                        |                           |                   |     |             | 2,600.00   |



**DIRECTORY RATES W/DESC**

**106144 Ver #: 2**

**Phoenix Metro AZ**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1000       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**White Pages**

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

**Trade**

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 185.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 250.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

**Listings**

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 175.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 185.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

**Display--White Knockout - Process Color**

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,350.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,725.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,828.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,042.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 675.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 4,050.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,025.00  |

**Space Listings**

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

**Space Listings With Artwork**

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**106144 Ver #: 2**

**Phoenix Metro AZ**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1000       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 92.50 |
| TBLNF | 0.00  |



DIRECTORY RATES W/DESC

106144 Ver #: 2

Phoenix Metro AZ

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/25/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 1000       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |
| TRLF          |            |                  |                           |                   |     |             | 0.00  |
| TRLL2         |            |                  |                           |                   |     |             | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 185.00 |



DIRECTORY RATES W/DESC

105535 Ver #: 4

Queens Spanish NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 3736       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |   |           |
|-------|---|-----------|
| DQCWP | Double Quarter Column White Knockout Process Color        | 2,498.00  |
| DTQWP | Double Triple Quarter Column White Knockout Process Color | 5,450.00  |
| DTWP  | Double Truck White Knockout Process Color                 | 14,392.00 |
| FPWP  | Full Page White Knockout Process Color                    | 8,995.00  |
| HPWP  | Half Page White Knockout Process Color                    | 6,995.00  |
| QCWP  | Quarter Column White Knockout Process Color               | 1,249.00  |
| QPWP  | Quarter Page White Knockout Process Color                 | 4,995.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color        | 3,747.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



**DIRECTORY RATES W/DESC**

**105535 Ver #: 4**

**Queens Spanish NY**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 3736       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

105535 Ver #: 4

Queens Spanish NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 3736       | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

106950 Ver #: 3

Raleigh-Durham Span NC

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/26/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 10/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 120        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 192.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 100.00 |
| *AL   | Alternate Call Listing            | 128.00 |
| *BLN  | Bold Name & Number Listing        | 200.00 |
| *EL   | Extra Line                        | 128.00 |
| *RL   | Regular Type Name Listing         | 128.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,600.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,900.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,500.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,100.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 900.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 3,300.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,050.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 250.00 |
| *2HS | 1 inch Space Listing     | 425.00 |
| *3HS | 1 1/2 inch Space Listing | 550.00 |
| *4HS | 2 inch Space Listing     | 625.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 825.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 605.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 688.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 908.00 |



**DIRECTORY RATES W/DESC**

**106950 Ver #: 3**

**Raleigh-Durham Span NC**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/26/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 10/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 120        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 20,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 9,000.00  |
| FCSP | Front Cover Spot Process Color | 12,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 1,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 3,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 8,000.00  |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 100.00 |
| TBLNF | 0.00   |



DIRECTORY RATES W/DESC

106950 Ver #: 3

Raleigh-Durham Span NC

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 06/26/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 10/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 120        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |
| TRLF          |            |                  |                           |                   |     |             | 0.00  |
| TRLL2         |            |                  |                           |                   |     |             | 64.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |  |        |
|------|--|--------|
| TM1  |  | 0.00   |
| TM2  |  | 422.00 |
| TRLP |  | 200.00 |



DIRECTORY RATES W/DESC

105536 Ver #: 3

Rockland-Westchester NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 72         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,995.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,498.00  |
| DTWP  | Double Truck White Knockout Process Color          | 14,392.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,995.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,995.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,249.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,450.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,747.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



DIRECTORY RATES W/DESC

105536 Ver #: 3

Rockland-Westchester NY

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 72         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

(002891) FREE TRADE LISTING PROMOTION



DIRECTORY RATES W/DESC

105536 Ver #: 3

Rockland-Westchester NY

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/07/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 72         | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

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**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

**Special Pricing**

**(002890) TM PROMOTION**

**TRADE**

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

105022 Ver #: 5

Sacramento Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/21/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 122        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,125.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 300.00   |
| *TE   | Trademark Extra Line                                       | 100.00   |
| *TM   | Trademark  | 750.00   |
| *TN   | Trade Name   | 350.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00   |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 300.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 300.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 5,300.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,500.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,000.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,284.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,500.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

Coupons--White Knockout

CPNWP Coupon White Knockout Process Color 500.00



**DIRECTORY RATES W/DESC**

**105022 Ver #: 5**

**Sacramento Spanish CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/21/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 122        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,900.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 8,900.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 150.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 50.00  |



DIRECTORY RATES W/DESC

105022 Ver #: 5

Sacramento Spanish CA

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|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/21/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 122        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

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Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 375.00 |
| TRLP | 300.00 |



DIRECTORY RATES W/DESC

106881 Ver #: 3

San Antonio Met Span TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/21/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 904        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 185.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 250.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 175.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 185.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,350.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,725.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,828.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,042.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 675.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 4,050.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,025.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**106881 Ver #: 3**

**San Antonio Met Span TX**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/21/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 904        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 92.50 |
| TBLNF | 0.00  |



DIRECTORY RATES W/DESC

106881 Ver #: 3

San Antonio Met Span TX

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/21/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 904        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |       |
|-------|-------|
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 185.00 |



# DIRECTORY RATES W/DESC

105662 Ver #: 3

San Diego Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/09/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 902        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

### White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

### Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 750.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

### Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 175.00 |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,475.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,450.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,840.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,900.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,250.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 725.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 2,900.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,175.00  |

### Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



# DIRECTORY RATES W/DESC

105662 Ver #: 3

San Diego Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/09/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 902        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

105662 Ver #: 3

San Diego Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/09/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 902        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

105410 Ver #: 4

San Francisco Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/31/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 667        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 100.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 65.00  |
| *AL   | Alternate Call Listing                | 100.00 |
| *BLN  | Bold Name & Number Listing            | 175.00 |
| *CBL  | Cross Reference Bold Name Listing     | 175.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 100.00 |
| *EL   | Extra Line                            | 100.00 |
| *RL   | Regular Type Name Listing             | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,250.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 625.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 3,750.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 1,875.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



**DIRECTORY RATES W/DESC**

**105410 Ver #: 4**

**San Francisco Spanish CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/31/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 667        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |                                       |        |
|-------|---------------------------------------|--------|
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**



DIRECTORY RATES W/DESC

105410 Ver #: 4

San Francisco Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/31/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 667        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

TRADE

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

105660 Ver #: 3

San Jose Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/09/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 667        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 175.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 200.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 65.00  |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 175.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,500.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,250.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 625.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 3,750.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 1,875.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 467.50 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**105660 Ver #: 3**

**San Jose Spanish CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/09/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 667        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 6,000.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 6,000.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 87.50 |
| TBLNF | 0.00  |



DIRECTORY RATES W/DESC

105660 Ver #: 3

San Jose Spanish CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 10/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 07/09/2010 | FOSD             | 11/15/2010                | Prev Issue Length | 22  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 667        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

|       |       |
|-------|-------|
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 175.00 |



DIRECTORY RATES W/DESC

106143 Ver #: 3

Seattle Metro Span W

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/14/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 600.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 185.00 |
| *TE   | Trademark Extra Line                                       | 100.00 |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 250.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00 |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 175.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 185.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 2,700.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,350.00  |
| DTWP  | Double Truck White Knockout Process Color          | 15,725.00 |
| FPWP  | Full Page White Knockout Process Color             | 9,828.00  |
| HPWP  | Half Page White Knockout Process Color             | 6,042.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 675.00    |
| THCWP | Triple Half Column White Knockout Process Color    | 4,050.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,025.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**106143 Ver #: 3**

**Seattle Metro Span W**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/14/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 10,000.00 |
| IFCWP | Inside Front Cover White Knockout Process Color | 10,000.00 |
| OBFWP | Outside Back Cover White Knockout Process Color | 25,000.00 |

**Covers--Process Color**

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 15,000.00 |
| FCSP | Front Cover Spot Process Color | 14,000.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 18,000.00 |
| TABK  | Tab Back                                    | 18,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 125.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |           |
|------|------------------------------|-----------|
| BANB | Banner Ad - Entire Nation    | 96,000.00 |
| XNBC | Internet Banner - City Guide | 7,200.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |       |
|-------|-------|
| TBLL2 | 92.50 |
| TBLNF | 0.00  |



DIRECTORY RATES W/DESC

106143 Ver #: 3

Seattle Metro Span W

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 11/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/14/2010 | FOSD             | 12/15/2010                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 11/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 200        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

|       |       |
|-------|-------|
| TRLF  | 0.00  |
| TRLL2 | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 185.00 |



DIRECTORY RATES W/DESC

104345 Ver #: 6

St Louis Spanish MO

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/11/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 148        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

White Pages

WAFP White Page Article Full Page 8,500.00

Trade

|       |  |        |
|-------|--|--------|
| *CTM  | Custom Trademark   | 973.00 |
| *TAL  | Trademark Alternate Call Listing                           | 150.00 |
| *TBLN | Trade Bold Name & Number Listing                           | 250.00 |
| *TC   | Trade Cross Reference Regular Listing                      | 150.00 |
| *TE   | Trademark Extra Line                                       | 50.00  |
| *TM   | Trademark  | 500.00 |
| *TN   | Trade Name   | 300.00 |
| *TNAL | Trade Name Alternate Call Listing                          | 150.00 |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 150.00 |

Listings

|       |   |        |
|-------|---|--------|
| *ABLN | Anchor Bold Name & Number Listing       | 250.00 |
| *AL   | Alternate Call Listing                  | 150.00 |
| ASBN  | Anchor Super Bold Name & Number Listing | 250.00 |
| *BLN  | Bold Name & Number Listing              | 250.00 |
| *CBL  | Cross Reference Bold Name Listing       | 250.00 |
| *CRL  | Cross Reference Reg Type Name Listing   | 150.00 |
| *EL   | Extra Line                              | 50.00  |
| *RL   | Regular Type Name Listing               | 150.00 |
| SBNL  | Superbold Name & Number Listing         | 300.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 5,300.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 3,900.00  |
| DTWP  | Double Truck White Knockout Process Color          | 16,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 11,200.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,850.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 2,200.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 6,075.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 4,600.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 300.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 665.00 |
| *6HS | 3 inch Space Listing     | 780.00 |



# DIRECTORY RATES W/DESC

104345 Ver #: 6

St Louis Spanish MO

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/11/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 148        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 732.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 858.00 |

### Coupons--White Knockout

|       |   |          |
|-------|---|----------|
| CPFWP | Coupon Full Page White Knockout Process Color | 3,750.00 |
| CPHWP | Coupon Half Page White Knockout Process Color | 1,800.00 |

### Covers

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 9,400.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 9,400.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

### Covers--Process Color

|      |                                |           |
|------|--------------------------------|-----------|
| CSP  | Cover Spine Process Color      | 11,900.00 |
| FCSP | Front Cover Spot Process Color | 12,500.00 |

### Covers--Miscellaneous

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 32,500.00 |
|-----|---------------------------|-----------|

### Other/promotional

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,250.00  |
| BN911 | Banner ad on bottom of Emergency Page       | 2,500.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,500.00  |
| TAB   | Tab   | 12,500.00 |

### Internet - Print Products

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 150.00 |
| ILB | Internet Listing Bold Type | 250.00 |

### Internet - On Line - Banners

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

### Internet - On Line - Coupon/promo Items

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

### Internet - On Line - Links/listings

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|



DIRECTORY RATES W/DESC

104345 Ver #: 6

St Louis Spanish MO

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 09/11/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 148        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

Special Pricing

(002891) FREE TRADE LISTING PROMOTION

TRADE

|       |        |
|-------|--------|
| TBLL2 | 125.00 |
| TBLNF | 0.00   |
| TRLF  | 0.00   |
| TRLL2 | 75.00  |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |        |
|------|--------|
| TM1  | 0.00   |
| TM2  | 250.00 |
| TRLP | 250.00 |



DIRECTORY RATES W/DESC

104973 Ver #: 4

Stockton-Modesto Sp CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/07/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 174        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

White Pages

|      |                              |          |
|------|------------------------------|----------|
| WAFP | White Page Article Full Page | 8,500.00 |
|------|------------------------------|----------|

Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,125.00 |
| *TAL  | Trademark Alternate Call Listing                           | 100.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 300.00   |
| *TE   | Trademark Extra Line                                       | 100.00   |
| *TM   | Trademark  | 750.00   |
| *TN   | Trade Name   | 350.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 100.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 100.00   |

Listings

|       |                                   |        |
|-------|-----------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing | 300.00 |
| *AL   | Alternate Call Listing            | 100.00 |
| *BLN  | Bold Name & Number Listing        | 300.00 |
| *EL   | Extra Line                        | 100.00 |
| *RL   | Regular Type Name Listing         | 100.00 |

Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 5,300.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 1,500.00  |
| DTWP  | Double Truck White Knockout Process Color          | 12,000.00 |
| FPWP  | Full Page White Knockout Process Color             | 8,000.00  |
| HPWP  | Half Page White Knockout Process Color             | 5,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,284.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 2,500.00  |
| TQPWP | Three Quarter Page White Knockout Process Color    | 7,372.00  |

Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 400.00 |
| *3HS | 1 1/2 inch Space Listing | 425.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 700.00 |
| *6HS | 3 inch Space Listing     | 772.00 |

Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 468.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |
| *5HSA | 2-1/2 inch Space Listing with Artwork | 770.00 |
| *6HSA | 3 inch Space Listing with Artwork     | 849.00 |



**DIRECTORY RATES W/DESC**

**104973 Ver #: 4**

**Stockton-Modesto Sp CA**

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/07/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 174        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |

**Coupons--White Knockout**

|       |                                     |        |
|-------|-------------------------------------|--------|
| CPNWP | Coupon White Knockout Process Color | 500.00 |
|-------|-------------------------------------|--------|

**Covers**

|       |   |           |
|-------|---|-----------|
| CBS   | Cover Brand Spot                                | 20,000.00 |
| IBFWP | Inside Back Cover White Knockout Process Color  | 8,900.00  |
| IFCWP | Inside Front Cover White Knockout Process Color | 8,900.00  |
| OBFWP | Outside Back Cover White Knockout Process Color | 17,500.00 |

**Covers--Process Color**

|      |                                |          |
|------|--------------------------------|----------|
| CSP  | Cover Spine Process Color      | 6,650.00 |
| FCSP | Front Cover Spot Process Color | 9,500.00 |

**Covers--Miscellaneous**

|     |                           |           |
|-----|---------------------------|-----------|
| FTM | Front Cover Tip-On Magnet | 25,000.00 |
|-----|---------------------------|-----------|

**Other/promotional**

|       |   |           |
|-------|---|-----------|
| BAN   | Banner Ad                                   | 1,000.00  |
| EBAN  | Emergency Page Banner Ad                    | 2,000.00  |
| MFFWP | Menu Full Page White Knockout Process Color | 2,000.00  |
| TABF  | Tab Front                                   | 10,000.00 |
| TABK  | Tab Back                                    | 10,000.00 |

**Internet - Print Products**

|     |                            |        |
|-----|----------------------------|--------|
| IL  | Internet Listing           | 100.00 |
| ILB | Internet Listing Bold Type | 175.00 |

**Internet - On Line - Banners**

|      |                              |            |
|------|------------------------------|------------|
| BANB | Banner Ad - Entire Nation    | 114,000.00 |
| XNBC | Internet Banner - City Guide | 66,000.00  |

**Internet - On Line - Coupon/promo Items**

|      |                          |          |
|------|--------------------------|----------|
| IBRP | Internet Bronze Package  | 650.00   |
| IDP  | Internet Diamond Package | 1,625.00 |
| IGP  | Internet Gold Package    | 1,300.00 |
| ISP  | Internet Silver Package  | 975.00   |

**Internet - On Line - Links/listings**

|      |                          |          |
|------|--------------------------|----------|
| ISPL | Internet Sponsor Listing | 2,600.00 |
|------|--------------------------|----------|

**Special Pricing**

**(002891) FREE TRADE LISTING PROMOTION**

**TRADE**

|       |        |
|-------|--------|
| TBLL2 | 150.00 |
| TBLNF | 0.00   |



DIRECTORY RATES W/DESC

104973 Ver #: 4

Stockton-Modesto Sp CA

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 08/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 05/07/2010 | FOSD             | 09/15/2010                | Prev Issue Length | 20  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/08                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 174        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | True  |
| TRLF          |            |                  |                           |                   |     |             | 0.00  |
| TRLL2         |            |                  |                           |                   |     |             | 50.00 |

Special Pricing

(002890) TM PROMOTION

TRADE

|      |  |        |
|------|--|--------|
| TM1  |  | 0.00   |
| TM2  |  | 375.00 |
| TRLP |  | 300.00 |



# DIRECTORY RATES W/DESC

106106 Ver #: 3

Tampa Bay Metro Sp FL

|               |            |                  |                           |                   |     |             |       |
|---------------|------------|------------------|---------------------------|-------------------|-----|-------------|-------|
| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/14/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 150        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
| Usg/Split Run | N / N      | Electronic Dist. |                           | Language(s)       | SP  | Rate Lock   | False |

### White Pages

WAFP White Page Article Full Page 8,500.00

### Trade

|       |  |          |
|-------|--|----------|
| *CTM  | Custom Trademark   | 1,013.00 |
| *TAL  | Trademark Alternate Call Listing                           | 128.00   |
| *TBLN | Trade Bold Name & Number Listing                           | 200.00   |
| *TC   | Trade Cross Reference Regular Listing                      | 128.00   |
| *TE   | Trademark Extra Line                                       | 128.00   |
| *TM   | Trademark  | 844.00   |
| *TN   | Trade Name   | 192.00   |
| *TNAL | Trade Name Alternate Call Listing                          | 128.00   |
| *TRL  | Trademark Regular Type Name (upper and lower case) Listing | 128.00   |

### Listings

|       |                                       |        |
|-------|---------------------------------------|--------|
| *ABLN | Anchor Bold Name & Number Listing     | 200.00 |
| *AL   | Alternate Call Listing                | 128.00 |
| *BLN  | Bold Name & Number Listing            | 200.00 |
| *CBL  | Cross Reference Bold Name Listing     | 200.00 |
| *CRL  | Cross Reference Reg Type Name Listing | 128.00 |
| *EL   | Extra Line                            | 128.00 |
| *RL   | Regular Type Name Listing             | 128.00 |

### Display--White Knockout - Process Color

|       |  |           |
|-------|--|-----------|
| DHCWP | Double Half Column White Knockout Process Color    | 4,600.00  |
| DQCWP | Double Quarter Column White Knockout Process Color | 2,300.00  |
| DTWP  | Double Truck White Knockout Process Color          | 18,800.00 |
| FPWP  | Full Page White Knockout Process Color             | 11,750.00 |
| HPWP  | Half Page White Knockout Process Color             | 6,900.00  |
| QCWP  | Quarter Column White Knockout Process Color        | 1,150.00  |
| THCWP | Triple Half Column White Knockout Process Color    | 5,250.00  |
| TQCWP | Triple Quarter Column White Knockout Process Color | 3,450.00  |

### Space Listings

|      |                          |        |
|------|--------------------------|--------|
| *1HS | 1/2 inch Space Listing   | 185.00 |
| *2HS | 1 inch Space Listing     | 285.00 |
| *3HS | 1 1/2 inch Space Listing | 420.00 |
| *4HS | 2 inch Space Listing     | 540.00 |
| *5HS | 2-1/2 inch Space Listing | 680.00 |
| *6HS | 3 inch Space Listing     | 775.00 |

### Space Listings With Artwork

|       |                                       |        |
|-------|---------------------------------------|--------|
| *3HSA | 1 1/2 inch Space Listing with Artwork | 462.00 |
| *4HSA | 2 inch Space Listing with Artwork     | 594.00 |



**DIRECTORY RATES W/DESC**

**106106 Ver #: 3**

**Tampa Bay Metro Sp FL**

|  |            |   |                           |                   |     |             |            |
|--|------------|---|---------------------------|-------------------|-----|-------------|------------|
| Pub Initials                                   | BLU        | Pub Name  | Seccion Amarilla USA, LLC |                   |     |             |            |
| Pub Code                                       | 0821       | Pub Date  | 12/10                     | Issue Length      | 12  | Make-up     | Y          |
| Close Date                                     | 08/14/2010 | FOSD  | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m          |
| WP Close Date                                  |            | Prev Pub  | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4      |
| Pop (000)                                      | 150        | Printed Copies                                  |                           | Lang Sections     | E   | Business    | N          |
| Usg/Split Run                                  | N / N      | Electronic Dist.                                |                           | Language(s)       | SP  | Rate Lock   | False      |
| <hr/>  |            |   |                           |                   |     |             |            |
| *5HSA  |            | 2-1/2 inch Space Listing with Artwork           |                           |                   |     |             | 748.00     |
| *6HSA  |            | 3 inch Space Listing with Artwork               |                           |                   |     |             | 853.00     |
| <b>Coupons--White Knockout</b>                 |            |   |                           |                   |     |             |            |
| CPNWP  |            | Coupon White Knockout Process Color             |                           |                   |     |             | 500.00     |
| <b>Covers</b>                                  |            |   |                           |                   |     |             |            |
| CBS  |            | Cover Brand Spot                                |                           |                   |     |             | 20,000.00  |
| IBFWP  |            | Inside Back Cover White Knockout Process Color  |                           |                   |     |             | 9,745.00   |
| IFCWP  |            | Inside Front Cover White Knockout Process Color |                           |                   |     |             | 9,745.00   |
| OBFWP  |            | Outside Back Cover White Knockout Process Color |                           |                   |     |             | 18,900.00  |
| <b>Covers--Process Color</b>                   |            |   |                           |                   |     |             |            |
| CSP  |            | Cover Spine Process Color                       |                           |                   |     |             | 15,283.00  |
| FCSP   |            | Front Cover Spot Process Color                  |                           |                   |     |             | 15,283.00  |
| <b>Covers--Miscellaneous</b>                   |            |   |                           |                   |     |             |            |
| FTM  |            | Front Cover Tip-On Magnet                       |                           |                   |     |             | 32,500.00  |
| <b>Other/promotional</b>                       |            |   |                           |                   |     |             |            |
| BAN  |            | Banner Ad                                       |                           |                   |     |             | 1,000.00   |
| EBAN   |            | Emergency Page Banner Ad                        |                           |                   |     |             | 2,000.00   |
| MFFWP  |            | Menu Full Page White Knockout Process Color     |                           |                   |     |             | 3,000.00   |
| TABF   |            | Tab Front                                       |                           |                   |     |             | 12,297.00  |
| TABK   |            | Tab Back  |                           |                   |     |             | 12,297.00  |
| <b>Internet - Print Products</b>               |            |   |                           |                   |     |             |            |
| IL   |            | Internet Listing                                |                           |                   |     |             | 128.00     |
| ILB  |            | Internet Listing Bold Type                      |                           |                   |     |             | 200.00     |
| <b>Internet - On Line - Banners</b>            |            |   |                           |                   |     |             |            |
| BANB   |            | Banner Ad - Entire Nation                       |                           |                   |     |             | 114,000.00 |
| XNBC   |            | Internet Banner - City Guide                    |                           |                   |     |             | 66,000.00  |
| <b>Internet - On Line - Coupon/promo Items</b> |            |   |                           |                   |     |             |            |
| IBRP   |            | Internet Bronze Package                         |                           |                   |     |             | 650.00     |
| IDP  |            | Internet Diamond Package                        |                           |                   |     |             | 1,625.00   |
| IGP  |            | Internet Gold Package                           |                           |                   |     |             | 1,300.00   |
| ISP  |            | Internet Silver Package                         |                           |                   |     |             | 975.00     |
| <b>Internet - On Line - Links/listings</b>     |            |   |                           |                   |     |             |            |
| ISPL   |            | Internet Sponsor Listing                        |                           |                   |     |             | 2,600.00   |

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| Pub Initials  | BLU        | Pub Name         | Seccion Amarilla USA, LLC |                   |     |             |       |
| Pub Code      | 0821       | Pub Date         | 12/10                     | Issue Length      | 12  | Make-up     | Y     |
| Close Date    | 08/14/2010 | FOSD             | 01/15/2011                | Prev Issue Length | 12  | Copy Mat.   | m     |
| WP Close Date |            | Prev Pub         | 12/09                     | Currency          | USD | WP/YP #Cols | 0 / 4 |
| Pop (000)     | 150        | Printed Copies   |                           | Lang Sections     | E   | Business    | N     |
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