Contact Information

THE PHILADELPHIA INQUIRER / PHILADELPHIA DAILY NEWS
Published by Philadelphia Media Network (PMN)
801 Market Street, Suite 300, Philadelphia, PA 19107
215-854-5450

The Advertising Checking Bureau, Inc.
AP/Ad Send (Address to: PAPHQ)

U.S. POSTAL SERVICE MAIL AND PACKAGES
The Philadelphia Inquirer/The Philadelphia Daily News
P.O. Box 8263, Philadelphia, PA 19107
Attn: General Advertising Department

SPECIAL CARRIER MAIL AND PACKAGES
The Philadelphia Inquirer/The Philadelphia Daily News
801 Market Street, Suite 300, Philadelphia, PA 19107
Special Carrier mail and packages will be accepted by front security desk from 8am to 5pm Monday through Friday

FOR GENERAL AND RETAIL ADVERTISING INFORMATION
Please call 215-854-5450 or fax 610-292-6151

CONTACT

Sr. Vice President of Sales
Bob Geiger
☎ 215-854-5402 ✉ bgeiger@philly.com

Vice President of Sales, Local Advertising
Tony Cuffie
☎ 215-854-5542 ✉ tcuffie@philly.com

Vice President of Sales, Strategic Accounts and Events
Ron Maver
☎ 215-854-5405 ✉ rmaver@philly.com

advertisingrequests@phillynews.com
Approval

In order to maintain the integrity of our publications, all advertising is subject to approval and acceptance by The Philadelphia Inquirer/The Philadelphia Daily News. We have the right to reject/cancel any advertisement at any time, even if it was acknowledged and accepted for publication.

Copyright

Advertiser agrees that the advertisement as it appears in The Philadelphia Inquirer/The Philadelphia Daily News/Philly.com will become the property of PMN and hereby assigns all ownership interest in the advertisement, under the Copyright Act or otherwise, to PMN. Unless otherwise notified by PMN, advertiser is granted a license to place the ads in other media. Advertiser authorizes PMN to bring suit in its discretion and at its expense for any unauthorized use, reproduction, display or distribution of the advertisement as it appears in The Philadelphia Inquirer/The Philadelphia Daily News or for its unauthorized alteration.

Measurement

When placing your order for advertising, please be sure to designate the width in columns and the depth in inches. We will publish and bill you for the exact space you order (subject to the retail minimum depth requirements).

The measurement is made from cut-off rule to cut-off rule. PMN may change the width of the columns in its newspapers from time to time, for any reason, including but not limited to a redesign of its newspapers, or changes in industry-standard specifications.

General Rates Apply

General rates apply to all display advertising of manufacturers, distributors, and wholesalers of products or services, to the display advertising of insurance, magazine, and newspaper publishers, public policy, public utilities, TV, radio, and communication companies, technology, transportation (airlines, land and airfreight, bus lines, railroads, transportation rental companies, cruise lines, etc.), and the retail business of manufacturers, distributors, and wholesalers of products or services companies, cruise lines, etc.), and the retail business of manufacturers, distributors, and wholesalers of products or services general advertising.

General rates apply to the display advertising of advertising agencies, associations, stock brokers and other financial services. Road shows, lectures, seminars, circus, concerts, hotel showroom sales and other applicable advertising of a transient nature is charged at the open general rate, full or part run.

Liability and Error Allowances

The advertiser and/or advertising agency assumes liability for all content (including, but not limited to, text and illustrations) of advertisements published, and also assumes responsibility for payment of all costs, expenses (including attorney’s fees), liabilities and damages arising therefrom against PMN.

PMN will not be liable for failure to publish any advertising for any reason including, but not limited to, strikes, labor disputes, government action, acts of God, war, fire, riots, breakdown of equipment, or any other circumstances. Under no circumstances will PMN be liable for consequential damages of any kind (including actual or consequential damages) or for errors of any kind in an advertisement, including those errors caused by it, except for the cost of the space occupied by the error.

Claims for error allowances must be made within 15 days after the advertisement’s insertion and will be granted on the basis of the first insertion only.

Any claims or other legal action brought against PMN by the advertiser or the advertising agency shall be brought only in the United States Court for the Eastern District of Pennsylvania or the Philadelphia County Court of Common Pleas. Pennsylvania law shall govern.

Advertiser agrees to indemnify, defend and hold harmless PMN, together with PMN’s affiliates, and their respective owners, partners, members, directors, officers, employees, agents and assigns (each, an “PMN Party”), from and against any and all damages, claims, demands and expenses (including but not limited to attorneys fees) brought against or incurred by any PMN Party arising out of or in connection with the publication of Advertiser’s advertising by or through PMN and/or its publications.

Disclosure

Any references to PMN shall be construed as Philadelphia Media Network, LLC, which does business under the name PMN.

Agency and Advertiser Orders

Advertisements that bear resemblance to news or editorial matter must be labeled as “Advertisement” above every other column and test to be set in sans serif font. Any orders received that contain rates different from the current published rates will be considered clerical errors. Due to the daily volume of advertising, we are unable to notify you of rate differences before your advertisement is published. All orders, cancellations and corrections must be provided in writing. Disclaimer of liability clauses in orders or contracts from advertisers or advertising agencies shall be deemed void.

Rate Revisions

We reserve the right to revise advertising rates, terms and policies at any time. Contract advertisers, or their agencies, will be given 30 days’ notice in writing of rate revisions. All advertisements scheduled to run on Thanksgiving Day will be billed at the rate applicable to Sunday Editions.
Policy, cont’d

**Printing Material**
We are not responsible for the return of advertising material unless return delivery instructions and adequate postage are received with the material. Under no circumstances will PMN be liable for damages of any kind (including actual and consequential damages) in the event of damage to such advertising material.

**Position Requests**
You may request positioning on any page; however, all decisions regarding positions remain at our option and are not guaranteed. We cannot acknowledge any claim for an adjustment, a refund, or a reinsertion due to the position in which an advertisement has been published.

**Contracts**
To be eligible for contract rates, you must sign an advertising agreement prepared by PMN. Other than as specifically described in this rate book, no other discounts or rebates shall apply.

If you use less than the spending level specified in the contract, you will be obliged to pay for the space used, at the rate earned, based on the applicable schedule. If you incur such short rate charges or if PMN reasonably believes you will incur such short rate charges, PMN may bill, at its discretion, its good-faith estimate of the short rate charges on a monthly basis.

We do not back-date contracts beyond a 30-day period. “Rerun” or “make good” space will not be counted toward fulfillment of advertising contract requirements.

Contracts are not transferable or assignable in whole or in part without the prior written consent of PMN.

A transfer includes any change of control in which the shareholders or partners of an advertiser as of the date of the contract no longer exercise control over at least 50.1% of the advertiser, based on stock ownership or otherwise.

Advertisements accepted and printed after a transfer or assignment shall not signify the consent of PMN to the transfer or assignment and shall be billed at the non-contract rates in effect at insertion.
# Print Specs

The Philadelphia Inquirer

## STANDARD BROADSHEET PRINT AD UNITS

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COLUMNS X INCHES</th>
<th>SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOUBLE TRUCK SPREAD</td>
<td>13 x 21</td>
<td>21” x 21”</td>
</tr>
<tr>
<td>1/2 DOUBLE TRUCK SPREAD</td>
<td>13 x 10.5</td>
<td>21” x 10.5”</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>6 x 21</td>
<td>10” x 21”</td>
</tr>
<tr>
<td>JUNIOR PAGE</td>
<td>5 x 18</td>
<td>8.315” x 18”</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>3 x 21</td>
<td>4.944” x 21”</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>6 x 10.5</td>
<td>10” x 10.5”</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3 x 10.5</td>
<td>4.944” x 10.5”</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>3 x 5.25</td>
<td>4.944” x 5.25”</td>
</tr>
<tr>
<td>1/9 PAGE</td>
<td>2 x 7</td>
<td>3.259” x 7”</td>
</tr>
<tr>
<td>1/16 PAGE</td>
<td>2 x 4</td>
<td>3.259” x 4”</td>
</tr>
<tr>
<td>3” STRIP</td>
<td>6 x 3</td>
<td>10” x 3”</td>
</tr>
<tr>
<td>2” STRIP</td>
<td>6 x 2</td>
<td>10” x 2”</td>
</tr>
<tr>
<td>1” STRIP</td>
<td>6 x 1</td>
<td>10” x 1”</td>
</tr>
</tbody>
</table>

## MECHANICALS*

<table>
<thead>
<tr>
<th>COLUMN</th>
<th>POINTS</th>
<th>INCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>113.33</td>
<td>1.574”</td>
</tr>
<tr>
<td>2</td>
<td>234.67</td>
<td>3.259”</td>
</tr>
<tr>
<td>3</td>
<td>356</td>
<td>4.944”</td>
</tr>
<tr>
<td>4</td>
<td>477.33</td>
<td>6.630”</td>
</tr>
<tr>
<td>5</td>
<td>598.67</td>
<td>8.315”</td>
</tr>
<tr>
<td>6</td>
<td>720</td>
<td>10”</td>
</tr>
<tr>
<td>GUTTER</td>
<td>8</td>
<td>0.111”</td>
</tr>
<tr>
<td>DOUBLE TRUCK</td>
<td>1572</td>
<td>21”</td>
</tr>
</tbody>
</table>

## PAGE DEPTH

<table>
<thead>
<tr>
<th>AGATE</th>
<th>POINTS</th>
<th>INCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>294</td>
<td>1512</td>
<td>21”</td>
</tr>
</tbody>
</table>

* Display Ad Depth Requirements: Copy exceeding 18” deep must occupy and will be billed full column depth of 21”. Copy will be centered in space.
## Print Specs
The Philadelphia Daily News

### STANDARD TABLOID PRINT AD UNITS

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COLUMNS X INCHES</th>
<th>SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOUBLE TRUCK SPREAD</td>
<td>11 x 10</td>
<td>21.306&quot; x 10&quot;</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>5 x 10</td>
<td>10.194&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>5 x 5</td>
<td>10.194&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3 x 4</td>
<td>6.056&quot; x 4&quot;</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>2 x 3.125</td>
<td>3.986&quot; x 3.125&quot;</td>
</tr>
<tr>
<td>1/16 PAGE</td>
<td>1 x 3.125</td>
<td>1.917&quot; x 3.125&quot;</td>
</tr>
<tr>
<td>2&quot; STRIP</td>
<td>5 x 2</td>
<td>10.194&quot; x 2&quot;</td>
</tr>
<tr>
<td>1&quot; STRIP</td>
<td>5 x 1</td>
<td>10.194&quot; x 1&quot;</td>
</tr>
</tbody>
</table>

### MECHANICALS*

<table>
<thead>
<tr>
<th>COLUMN</th>
<th>POINTS</th>
<th>INCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>138</td>
<td>1.917&quot;</td>
</tr>
<tr>
<td>2</td>
<td>287</td>
<td>3.986&quot;</td>
</tr>
<tr>
<td>3</td>
<td>436</td>
<td>6.056&quot;</td>
</tr>
<tr>
<td>4</td>
<td>585</td>
<td>8.125&quot;</td>
</tr>
<tr>
<td>5</td>
<td>734</td>
<td>10.194&quot;</td>
</tr>
<tr>
<td>GUTTER</td>
<td>11</td>
<td>0.153&quot;</td>
</tr>
<tr>
<td>DOUBLE TRUCK</td>
<td>1534</td>
<td>21.306&quot;</td>
</tr>
</tbody>
</table>

### PAGE DEPTH

<table>
<thead>
<tr>
<th>AGATE</th>
<th>POINTS</th>
<th>INCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>140</td>
<td>720</td>
<td>10&quot;</td>
</tr>
</tbody>
</table>

* Display Ad Deadline Requirements: Copy exceeding 9" deep must occupy and will be billed full column depth of 10". Copy will be centered in space.
Preprints


The Philadelphia Inquirer – offers preprint distribution on Tuesday, Thursday, Friday and Sunday.

The Daily News – provides preprint distribution weekly on Thursday.

Shoppers Express – Philadelphia Media Network publishes a weekly non-subscriber product entitled Shoppers Express. This publication is carrier-delivered to approximately 200,000 homes on Saturday and Sunday. Shoppers Express distribution is non-duplicated and provides a one-stop shop method of executing an extended reach ad buy to non-subscribers of The Philadelphia Inquirer.

Broad Street Media – Preprint distribution is also available in the following Broad Street Media publications: NorthEast Times, The Wire, Star, Philadelphia Weekly and South Philly Review. Published on a weekly basis, these publications extend your preprint reach beyond the PMN audience with minimal duplication. For more information about these publications, contact your Account Manager.

Preprint Ordering & Deadlines
Deadline for reservations and cancellation is noon, 25 days prior to issue date. Deadline for delivery of preprints is no less than 10-days prior to issue date, but no more than 16 days prior. Signed preprint frequency contracts must be on file with PMN in order for frequency discounts.

Preprint sizes:
Minimum Dimensions: 8" x 6"
Maximum Dimensions: 11" x 10"
## Preprints

**We Print Sections (minimum 6-page tabloid or 4-page standard)**

<table>
<thead>
<tr>
<th>Minimum Stock Thickness:</th>
<th>.003”/page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fold Edge:</td>
<td>minimum 8” width</td>
</tr>
<tr>
<td>Cut Edge:</td>
<td>minimum 6” width</td>
</tr>
</tbody>
</table>

**Single Sheet With Flap Or Four Pages**

<table>
<thead>
<tr>
<th>Minimum Stock Thickness:</th>
<th>.007”/page**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fold Edge:</td>
<td>minimum 8” width</td>
</tr>
<tr>
<td>Cut Edge:</td>
<td>minimum 6” width</td>
</tr>
</tbody>
</table>

**Single Sheet Cards**

<table>
<thead>
<tr>
<th>Minimum Stock Thickness:</th>
<th>.007”/page**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Dimensions:</td>
<td>8” x 6”</td>
</tr>
<tr>
<td>Maximum Dimensions:</td>
<td>11” x 10”</td>
</tr>
</tbody>
</table>

**Envelopes, Consumer Sample Packets, Coupon Packets, Perforated Cards, Die-Cut Preprints, Etc.**

All should be submitted for evaluation and testing. A sample quantity of 150 pieces must be furnished for a test run. The advertiser agrees to accept any unanticipated extra costs that may be incurred in handling these special supplements.

**Identification**

Individual pallets must carry a corner pallet tag visible from two sides of the pallet. The pallet tag must include the following information:

- Name of newspaper
- Supplement name
- Edition date of insertion
- Total number of supplements shipped
- Number of copies on the pallet
- Total number of pallets in the shipment
- Individual pallet number (e.g. ‘1’ of ‘10’ pallets)
- Total pallet weight
- Pallet tare weight
- Number of copies in each lift
- Name of printer and phone number
- Reserved space for two bar codes in the future
- Multiple versions of the same product will require A, B, C, D, etc. identifications

## Recommended Spoilage: Single Sheet Cards & Multiple Page Preprints

<table>
<thead>
<tr>
<th>Preprint Thickness:</th>
<th>Daily Inquirer:</th>
<th>Sunday Inquirer:</th>
</tr>
</thead>
<tbody>
<tr>
<td>.003 -.004”</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>.005”</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>.006”</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>.007” or greater</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Preprints

Additional Products/Services
Product Sampling:
Available Sunday home delivery copies
- Polybags
- Front page poppers

Materials Delivery Address
PMN
800 River Road (route 23)
Conshohocken, PA 19428
Materials Receiving Department: 610-292-6717

Delivery Hours
Monday through Friday: 6:30am – 1:30pm; 9:30pm – 3:30am
Saturdays: 8am – noon
Sundays: 9:30am – noon
No receiving: 12:00am – 6:00pm on the following holidays:

Packing & Delivery Contact
In the event of any problems pertaining to packing or delivery, the printer or carrier should contact:

Product Scheduling: 610-292-6195 (Eileen Bourque) or 610-292-6712 (Craig Hofman)

When using MapQuest, Google Maps or GPS, use the intersection Swedeland Road and Schuylkill River Road, King of Prussia, PA 19406
Spadea Specs
The Philadelphia Inquirer

**NO BLEED:**

- **Front Page Single**
  4.944" x 20.75" (4-color available)

- **Outside Back Page Single**
  10" x 21" (4-color available)

- **Inside Front Page Single**
  4.944" x 21" (black & white only)

- **Inside Back Page Single**
  10" x 21" deep (black & white only)

**WITH BLEED:**

- **Outside Wrap***
  16.069" x 20.75" (4-color available)

- **Inside Wrap***
  16.069" x 21" (black & white only)
# Display Ad Deadlines

The Philadelphia Inquirer  
The Philadelphia Daily News

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Publication</th>
<th>Section</th>
<th>Reservation Deadlines</th>
<th>Copy to Set Deadline</th>
<th>PDF (CR) Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td>THE INQUIRER</td>
<td>ROP</td>
<td>FRI. NOON</td>
<td>FRI. 5PM</td>
<td>FRI. 5PM</td>
</tr>
<tr>
<td></td>
<td>DAILY NEWS</td>
<td>ROP</td>
<td>FRI. NOON</td>
<td>FRI. 5PM</td>
<td>FRI. 5PM</td>
</tr>
<tr>
<td><strong>Tuesday</strong></td>
<td>THE INQUIRER</td>
<td>ROP</td>
<td>FRI. 5PM</td>
<td>FRI. 5PM</td>
<td>MON. NOON</td>
</tr>
<tr>
<td></td>
<td>DAILY NEWS</td>
<td>ROP</td>
<td>FRI. 5PM</td>
<td>FRI. 5PM</td>
<td>MON. NOON</td>
</tr>
<tr>
<td><strong>Wednesday</strong></td>
<td>THE INQUIRER</td>
<td>ROP</td>
<td>MON. NOON</td>
<td>MON. 5PM</td>
<td>TUES. NOON</td>
</tr>
<tr>
<td></td>
<td>DAILY NEWS</td>
<td>ROP</td>
<td>MON. 5PM</td>
<td>MON. 5PM</td>
<td>TUES. NOON</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td>THE INQUIRER</td>
<td>FOOD ZONES</td>
<td>MON. 5PM</td>
<td>MON. 5PM</td>
<td>TUES. 5PM</td>
</tr>
<tr>
<td></td>
<td>DAILY NEWS</td>
<td>ROP</td>
<td>TUES. NOON</td>
<td>TUES. 5PM</td>
<td>WED. NOON</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td>THE INQUIRER</td>
<td>ROP</td>
<td>WED. NOON</td>
<td>WED. 5PM</td>
<td>THURS. NOON</td>
</tr>
<tr>
<td></td>
<td>DAILY NEWS</td>
<td>ROP</td>
<td>WED. 5PM</td>
<td>WED. 5PM</td>
<td>THURS. NOON</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>THE INQUIRER</td>
<td>ROP</td>
<td>THURS. NOON</td>
<td>THURS. 5PM</td>
<td>FRI. NOON</td>
</tr>
<tr>
<td><strong>Sunday</strong>*</td>
<td>THE INQUIRER</td>
<td>ENTERTAINMENT</td>
<td>WED. 5PM</td>
<td>WED. 5PM</td>
<td>THURS. 7PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BUSINESS</td>
<td>WED. 5PM</td>
<td>WED. 5PM</td>
<td>THURS. 7PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HEALTH &amp; SCIENCE</td>
<td>TUE. 5PM</td>
<td>WED. 5PM</td>
<td>THURS. 7PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MAIN NEWS</td>
<td>WED. 5PM</td>
<td>WED. 5PM</td>
<td>FRI. NOON</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TRAVEL</td>
<td>THURS. 5PM, 10 DAYS PRIOR</td>
<td>FRI. 5PM 9 DAYS PRIOR</td>
<td>FRI. 5PM 9 DAYS PRIOR</td>
</tr>
<tr>
<td>DAILY NEWS</td>
<td>ROP</td>
<td>THURS. NOON</td>
<td>THURS. 5PM</td>
<td>FRI. NOON</td>
<td></td>
</tr>
</tbody>
</table>

* Plus Thanksgiving
Production Specifications


Ad Materials

Electronic ad material for black and white and color ads are encouraged. The Philadelphia Inquirer and The Philadelphia Daily News require PDF/XIA files — the industry standard for electronic ad submission.

Type: Minimum 8-point sans serif

Dot % Aimpoints (for digital files):

- Highlight: 3%
- Midtone: 35%
- Shadow: 85%

Resolutions:

- Images: 200 dpi
- Line Art: 800-1200 dpi

Color Ad Specs

Type: Minimum 12-point sans serif

Dot % Aimpoints:

<table>
<thead>
<tr>
<th>Element</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Detail Whites</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Highlight</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Midtone</td>
<td>40</td>
<td>30</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Shadow</td>
<td>60</td>
<td>50</td>
<td>50</td>
<td>80</td>
</tr>
</tbody>
</table>

Resolutions:

- Images: 200 dpi
- Line Art: 800-1200 dpi

Max. Total Area Coverage: 240%

All color elements must be prepared as CMYK. No RGB, Pantone, Lab or Index colors. Spot Colors must be selected from The Philadelphia Inquirer and The Philadelphia Daily News Spot Color Reference Chart. Contact your sales representative for a copy.

For more ad specification information, refer to SNAP (Standards for Newspaper Ad Production, available from NAA) or our Production Specifications available from your sales representative.

Electronic Ad Delivery

The following is a quick guide to the transmission options for The Philadelphia Inquirer and The Philadelphia Daily News.

AdDesk:
A free web-based system. Also contains print specifications, electronic ad preparation information, ad sizes and deadlines. For information, call 610-292-6019 or 610-292-6136 or go to http://addesk.pnionline.com/

AdSEND:
An electronic delivery service offered by AdSEND. AdSEND accepts PDF files only. Charges vary. Call 1-800-233-7363 for more information.

AdTransit:
A web-based delivery service. Go to www.adtransit.com for information on registering and fees. AdTransit accepts PDF files only.

FastChannel:
Lets you send your ads over the Internet. FastChannel accepts PDF files only. Go to www.fastchannel.com to upload your advertising files.
Philly.com offers a number of different sized banner ads, incorporating new ad sizes as they become standardized by the online publishing industry, notably the Interactive Advertising Bureau (IAB).

### STANDARD AD UNITS - max file size 40K

<table>
<thead>
<tr>
<th>AD UNITS</th>
<th>SIZE</th>
<th>POSITION AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728x90</td>
<td>ALL EXCEPT HP</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>300x250</td>
<td>ALL</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>300x600</td>
<td>ALL - ATF ONLY</td>
</tr>
<tr>
<td>HALF BANNER</td>
<td>234x60</td>
<td>STORY LEVEL</td>
</tr>
<tr>
<td>SPONSORED BY LOGO/MICRO</td>
<td>120x31</td>
<td>PRIMARY FRONT, SECONDARY FRONT</td>
</tr>
<tr>
<td>BAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIDE SKYSCRAPER</td>
<td>160x600</td>
<td>ARTICLE LEVEL</td>
</tr>
<tr>
<td>POP-UP</td>
<td>250x250 or 300x250</td>
<td>ALL</td>
</tr>
<tr>
<td>POP-UNDER</td>
<td>720x300</td>
<td>ALL</td>
</tr>
<tr>
<td>SUPER LEADER BOARD</td>
<td>970x90</td>
<td>ALL - ATF ONLY</td>
</tr>
</tbody>
</table>

### RICH MEDIA AD UNITS

<table>
<thead>
<tr>
<th>AD UNITS</th>
<th>SIZE</th>
<th>POSITION AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLIDING BILLBOARD WITH PENCIL LEAVE BEHIND</td>
<td>970x30/200</td>
<td>HOMEPAGE, PRIMARY FRONT, SECONDARY FRONT</td>
</tr>
<tr>
<td>FLOATING/INTERSTITIAL</td>
<td>300x250</td>
<td>ALL</td>
</tr>
<tr>
<td>FLOAT-TO-IN-PAGE</td>
<td>300x600 or 300x250</td>
<td>ALL</td>
</tr>
<tr>
<td>INPERSON</td>
<td>300x250</td>
<td>ALL</td>
</tr>
<tr>
<td>FULL PAGE INTERSTITIAL</td>
<td>800x550</td>
<td>HOMEPAGE, PRIMARY FRONT, SECONDARY FRONT FCAP 1x/USER / 24HRS</td>
</tr>
<tr>
<td>AD CURTAIN</td>
<td>714x563</td>
<td>FCAP 1x/USER / 24HRS</td>
</tr>
<tr>
<td>WALLPAPER</td>
<td>200x600</td>
<td>HOMEPAGE, PRIMARY FRONT, SECONDARY FRONT</td>
</tr>
</tbody>
</table>

### Desktop

- **240x120**: 100% SOV (Logo Included in Top Half of Image)
- **33-37 Characters**: One Click Through URL
- **$4,000**

### Mobile

- **135x68**: Entire Image is Logo
Expanding Advertisement Units

<table>
<thead>
<tr>
<th>AD UNITS</th>
<th>COLLAPSED SIZE</th>
<th>MAX FILE SIZE</th>
<th>EXPANDED SIZE</th>
<th>MAX # OF PANELS</th>
<th>TOTAL MAX FILE SIZE</th>
<th>PANEL EXPANSION DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728x90</td>
<td>40K</td>
<td>728x300</td>
<td>4</td>
<td>60K</td>
<td>DOWN</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>300x250</td>
<td>40K</td>
<td>600x250</td>
<td>4</td>
<td>60K</td>
<td>LEFT</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>300x600</td>
<td>40K</td>
<td>500x600</td>
<td>4</td>
<td>60K</td>
<td>LEFT</td>
</tr>
<tr>
<td>HALF BANNER</td>
<td>234x60</td>
<td>40K</td>
<td>300x250</td>
<td>4</td>
<td>60K</td>
<td>RIGHT, UP</td>
</tr>
<tr>
<td>WIDE SKYSCRAPER</td>
<td>160x600</td>
<td>40K</td>
<td>460x600</td>
<td>4</td>
<td>60K</td>
<td>LEFT</td>
</tr>
<tr>
<td>SLIDING BILLBOARD WITH PENCIL LEAVE BEHIND</td>
<td>970x30</td>
<td>40K</td>
<td>970x200</td>
<td>4</td>
<td>60K</td>
<td>BELOW</td>
</tr>
</tbody>
</table>

**Expanding Guidelines:**

- Alternate image GIF/JPG: 20K
- Initial flash: 40K | Rich flash: 60K
- Total file size: 100K | Total file size if include video: 2.2 MB

- Looping/Animation: 30 seconds and no more than 3 loops max.
- Video is only allowed in panel portion.
- The action that causes the panel to expand must also cause the panel to retract.
- When a user passes their mouse over the ad and the panel expands, the panel must retract when the mouse is removed.
- Standard banner sizes cannot expand automatically. Custom units (Sliding Billboard with Pencil Leave Behind, etc.) must auto-expand and user-initiated expand 1x/user/24 hrs.
- The banner can be set to expand when a user clicks; the panel must retract when the user clicks a close button. “Close” button must be visible, static, persistent and functional and on the right side of the ad.
**Flash Advertisement Specs**

Philly.com

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**Flash Guidelines:**

- The initial load may not exceed file size and animation limits for the ad position being targeted.
- The frame rate may not exceed 30 frames per second.
- Looping/Animation: 30 seconds and no more than 3 loops max.

**Clicktag Instructions:**

Information must be included in all flash ads in order to track clickthroughs. Here is the recommended method to include ClickTags. Follow instructions carefully.

**Flash AS2**

- Create a new layer on top of all others, and call this layer “clickthru”.
- Create a rectangle that covers the entire ad.
- Convert the rectangle to a BUTTON, call it “clickthru” in both the MovieClip name and the corresponding instance name.
- Move the keyframe in clickthru button to the label “HIT” so that it is invisible.
- In timeline, create a new layer labeled “Actions”. Create a keyframe on frame one of “Actions” and then paste the following script into this keyframe. (Be sure that you have the Actions layer selected and not the movie clip.)

```javascript
  clickthru.onRelease = function(){ getURL(clickTag, "_blank"); }
```

**Flash AS3**

- Create a new layer on top of all others, and call this layer “clickthru”.
- Create a rectangle that covers the entire ad.
- Convert the rectangle to a BUTTON, call it “clickthru_BTN” in both the MovieClip name and the corresponding instance name.
- Move the keyframe in clickthru button to the label “HIT” so that it is invisible. This will occur as light blue in the preview.
- In timeline, create a new layer labeled “Actions”. Create a keyframe on frame one of “Actions” and then paste the following script into this keyframe. (Be sure that you have the Actions layer selected and not the movie clip.)

```javascript
  clickthru_BTN.addEventListener(MouseEvent.CLICK,goToURL); function
goToURL(e:MouseEvent){ var request:URLRequest = new URLRequest("http://www.YOUR.CLICKTHROUGH.WEBSITE.HERE/"); navigateToURL(request); }
```
- Make sure to replace the URLRequest with the intended clickthrough website.
Video Guidelines
Philly.com

In-Page:

- Dimension Limitations: Can be housed in any ad unit size.
- Alt image GIF/JPG: 20K | Initial flash: 40K
- Total File Size with video: 2.2 MB
- Accepted Media: Electronic formats (FLV, MOV, Quicktime) MP4 (Supports iPad)
- Controls: Video must include buttons to pause, stop, restart and mute the video.
- Animation: 30 seconds and no more than 3 loops max; does not pertain to video. Video only plays once.
- Audio: On click or mouse-over. If on mouse-over, there must be a 1 second delay. The audio should stop when the banner is moused-off.
- Length: 30 seconds maximum on audio served with a video stream. Audio served separate from video stream may be 15 or 30 seconds.
- Video Initiation: User or automatic. If initiation is automatic, sound must be set to mute with the option for the user to un-mute.
- Video file must be true streaming and include Progressive Download.
- Video can play on rollover in an expanding ad as long as ad complies with expanding specs and guidelines.
- Frame Rate 30 EPS

In-Stream:

- Looping: None. Video plays once in entirety and goes directly into video content. Video ad replay is not available.
- Dimensions: 4:3 and 16:9
- File Size Limitations: 1MB
- Accepted File Types: Electronic formats (FLV, MOV, Quicktime) MP4
- Lead Time: 5-7 business days.
- Video Lengths: 10 or 15 seconds spots.
- Video Initiation: Automatic (appears before video content feed).
- Audio: Audio levels should not be greater than-6db and should not be less than-12db.
Mobile Guidelines
Philly.com

**Philly.com iPhone App:**
- Dimension Limitations: 320x50
- Accepted File Types: GIF or JPEG
- File Size Limitations: 40K

**Philly.com Android App:**
- Dimension Limitations: 300x50, 320x50
- Accepted File Types: GIF or JPEG
- File Size Limitations: 40K

**Mobile Guidelines:**
- Dimension Limitations: 320x50
- Back-up Text: Up to 60 characters
- Accepted File Types: GIF, JPEG, approved third party vendor tag (see below for approved vendors)
- File Size Limitations: 40K
- Targeting: device, geo, daypart, content

**Philly.com Blackberry App:**
- Dimension Limitations: 300x50
- Accepted File Types: GIF or JPEG
- File Size Limitations: 40K

**SMS (Text Messaging Alerts):**
- Size Limitations: Up to 60 characters (can include link as part of 60 character limitation)
- Positions Availability: Breaking News, Sports News, Eagles, Phillies, Sixers, Flyers, Big 5 Basketball

**Mobile Site Targeting:**

1) **Device:**
   - Phone Manufacturer (i.e., T-mobile, Verizon). Note: Device targeting cannot be used as a conflict of interest for the carrier portal (i.e., Verizon cannot target ads to AT&T customers)
   - Platform (i.e., Android or iPhones)
   - Phone Capabilities (i.e., Touch-screen support)

2) **Geo:**
   - Countries, Region/State
   - DMA
   - Carries (i.e., T-mobile USA)
   - Geolocation – Lat/Long coordinates (i.e., 5 mile radius of location zip code) Note: Can enable geolocation to serve: “Only if GPS coordinates are available in the ad request.”

3) **Scheduling:**
   - Daypart – Hour and Day (i.e., weekends only from 10am-5pm)

4) **Placement:**
   - Specific content targeting known as “zones” (i.e., Phillies, Entertainment, ROS). Note: Zones are set as run of section only, not broken up between section front and article level.
   - Above or below the fold options

**Accepted Mobile Rich Media Vendors:**

Rich Media and Animated Banners (video, expandable, HTML5) can run on Philly.com mobile site using a third-party tag only. Check for approved vendors.

**Mobile Site Landing Page (Not Related To SMS Campaigns):**

Landing pages include:
- Company logo
- Campaign Message
- Product Images (Optional)
- Campaign Copy (Optional)
- Click-to-Call phone number(s) (Optional)
- Company Address/Location(s) (Optional)

**Pro Sports Tablet App:**
- Dimension Limitations: 300x100
- Accepted File Types: GIF or JPEG
- File Size Limitations: 40K

**Inquirer App:**
- Dimension Limitations: 500x400 Interstitial
- Accepted File Types: GIF, JPEG or HTML5
- File Size Limitations: 40K
- File size: Individual images 40K max/all images together 100K max
- Animation: 15 seconds/3 loops max
- 10 images max
- No backup image required
- No “close” button required
- Ads must be designed and coded by the client or agency (additional code may be added as needed by Philly.com)
- Assets Needed: HTML files, jsp files, images, etc. (These files are usually generated by Adobe Edge or other HTML5 development tool)
- Third party impression and click tracking redirects are accepted
Email Marketing

Dos:
• Layout the content so that the most important information shows in the first 250x250 pixels of the table.
• Design using Basic HTML 1.0.
• Ensure creative is within (2) business days of the send date to ensure proper time for setup and testing.
• If the mailing is being designed in-house, make sure that the time guidelines are met for both internal ad creation AND email marketing.
• Attempt to make sure the content fits one of our pre-defined categories: Auto, Entertainment, Education, Jobs, Health, Real Estate, Shopping, Tech, Tickets and Travel.
• Place a “Call to Action” in your subject line.
• Provide backup text if the ad was created offsite.
• Make sure the text portion of content contains the “Who, What, Where, When” messages that the ad is trying to get across.

Don’ts:
• Email should not be one static image; main message copy should not be part of an image.
• Images used should not be blurry or grainy.
• Do not include <body> or <head> tags. The ads being designed are for email applications, not a web page; therefore, <body> and <head> tags are ignored.
• Marketing Emails are permitted to one category send per 7 days and cannot exceed 1.3 million mailings per month/50,000 per day.
Send Guidelines:

- No emails will be sent to the entire list.

- Each individual email send should not be sent to more than 50,000 per day. If the client wants more, it is best to break up between several send days. Exceptions will be approved on a case-by-case basis.

- Total email sends per day should not exceed 50,000. If the day before or after has less, the send amount that day can increase (i.e., Tuesday there is a send for 10,000 only, so Wednesday we can send to a total of 90,000 if necessary).

- Only one send per targeted subscriber in a 7-day period (i.e., If a client reserves a 10,000 subscriber send to Chester County on Tuesday and there is only 11,000 subscribers in Chester County total, the next available send for this target will not be until the following Monday. Bigger target areas will allow for more than one send in a 7-day period: Philly DMA, etc.). Subscribers should only get ONE email every 7 days. This helps decrease unsubscribe and spam.

- Only one send per category in a 7-day period is allowed (i.e., If an Entertainment category send is going out on a Tuesday, the next available Entertainment category date would be the following Monday). The only exception is if the total category subscribers are split into two separate sends (i.e., If the Entertainment category has a total of 20,000 subscribers and two different clients send to 10,000).

- Email date availability MUST be checked for each and every send prior to signed contract by Philly.com Ad Operations. Email date availability is based on total targeted subscribers and other scheduled sends within a 7-day period of send. Availability is on a first come-first-serve basis, so reserve as soon as possible in order to secure dates.

- Subscriber numbers MUST be checked by Philly.com Ad Operations to confirm number is accurate and available (treat this the same as banner availability). Subscriber request turnaround time is 1-2 FULL business days from initial request. Estimates provided can be used to give you an idea what is available, but final number will need to be checked to ensure no issues (i.e., A client may want to send to Shopping and Tickets category. The total for each would not be the grand total, as you need to take into consideration some people may subscribe to both categories and you would not want to send them the same email twice. Therefore, the number will be lower than the total of the two combined).
Email Marketing

**Dimensions:** Tables used within the mailing should not exceed 640 pixels wide or 480 pixels long.

**File Size Limitations:** HTML document may not exceed 100KB. Images referenced in the HTML document should not exceed 35K; anything above this will slow the loading process when a user goes to view the email.

**Accepted File Types:** Standard Media Only. Marketing emails may not contain Rich Media such as Flash or animated GIFs.

**Creative Limitations:**
- Only basic HTML is allowed - Java, Java Script, CSS are NOT permitted.
- For tables, use width="{pixel size}" - Do not use percentages.
- No background images - Background images are lost in most email clients.
- If background colors are used - They must be specified in each table cell. Specifying them at the table level will be ignored by most email clients.

**Helpful Email Creating Tips:**
- Must send to minimum of 50K subscribers per creative.
- When creating HTML files for use in email marketing, there are a few things that should be done differently from how Web pages are created. Most of these involve working with HTML as if it was still 2004, which may look ugly from a development standard, but will create the most compatible code as far as emails go.
- If you are not coding the HTML from scratch by using a text editor, it is best to use a standard HTML editor such as Adobe Dreamweaver or Microsoft Expression Web. These will generally create a clean code that is compatible, even when using the graphical editing tools that they offer.
- Adobe Photoshop, InDesign and Microsoft Word are three programs that are used often for making HTML files, but note these are not meant for creating HTML and therefore create problems. If your designers do not know HTML, it is best to use Adobe Fireworks. Fireworks is intended to be an HTML creation tool that uses the same slicing features found in Photoshop and InDesign. It is very easy to use and creates the most compatible code.
- Cascading Style Sheets are one of the greatest tools available in Web design. However, CSS does not work well in emails. Some major email clients such as Gmail will actually strip CSS from the email when it hits the inbox, so any hard work you put into the styles for that email will have been in vain. The alternative to this is Inline Style Sheets. These are more compatible and offer better results for email clients. You will also want to be safe and not only use Inline style sheets, but use definition tags when available. For example: `<td style="width:600px;background-color:#00FFFF" width="600" bgcolor="#00FFFF">` would be the best way to define a table cell, even though it is redundant.
- Background images are not a good idea because Outlook 2007-2010 does not show them. Colors are fine, and we would suggest using them in place of images when possible. Also, set up the HTML to have the images as foreground images instead.
• To make your email look good, keep it simple. For example, instead of doing Margins (margins usually work, but are known to mess up an email under certain conditions) use more tables. Tables work in emails very well; center a 680-pixels wide table inside of a 700-pixels wide table to create a 10-pixel left and right margin.

• Email date availability MUST be checked for each and every send prior to a signed contract by Philly.com Ad Operations. Email date availability is based on total targeted subscribers and other scheduled sends within a 7-day period of send. Availability is on a first-come-first-serve basis, so reserve as soon as possible in order to secure dates.

• Subscriber numbers MUST be checked by Philly.com Ad Operations to confirm number is accurate and available (treat this the same as banner availability). Subscriber request turnaround time is 1-2 FULL business days from initial request.

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Newsletter Guidelines

• Dimensions: Creative Image: 300x250
• Newsletter: 300x250
• File Size Limitations: Creative Image may not exceed 40K
• Accepted File Types: Standard Media only: GIF or JPEG
• Newsletters may not contain Rich Media Creative such as Flash or animated GIFs
Our In-house design team is available to create your banner ads with your creative direction.

<table>
<thead>
<tr>
<th>CREATIVE TIME</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD TYPE</strong></td>
<td><strong>TURNAROUND TIME</strong></td>
</tr>
<tr>
<td>STANDARD</td>
<td>3 BUSINESS DAYS</td>
</tr>
<tr>
<td>RICH MEDIA</td>
<td>3-5 BUSINESS DAYS</td>
</tr>
<tr>
<td>VIDEO</td>
<td>7-10 BUSINESS DAYS</td>
</tr>
<tr>
<td>CUSTOMIZED/NEW UNITS</td>
<td>ADD 2 BUSINESS DAYS</td>
</tr>
</tbody>
</table>

**Editing Time**

Banner ads can be revised or changed at any amount of run time if it is for reasons such as a bank rate change, content change, minor tweaks, or legal reasons. Any other reasons will be taken on and reviewed at a case-by-case basis.

Completely new creative will not be made unless ad has run for a minimum of 30 days. If advertiser is promoting different events on a week-by-week basis, they must submit each different ad for each different promotion in the initial creative request. Existing creative changes must follow the same in-house creative turnaround times.

**Creative Request Guidelines:**

All creative requests must be filled out in its entirety per campaign including the following:

- Advertiser name
- Requesting Account Executive
- Department
- Due date
- Campaign start date
- Campaign type
- Total contract value
- Contract duration
- Client description (ad sizes, logo, content, images, audience, and any additional details)
- Audience targeting
- URL