National Print Rates
Contact Information
Terms of Payment

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
advertisingrequests@phillynews.com

SR. VICE PRESIDENT, SALES & MARKETING
Fred Groser
215-854-5505 // FGroser@philly.com

VICE PRESIDENT NATIONAL/DIGITAL ADVERTISING
Dan Sarko
215-854-2243 // DSarko@philly.com

VICE PRESIDENT OF LOCAL ADVERTISING
Tony Cuffie
215-854-5542 // TCuffie@philly.com

ALL RATES ARE NET / TERMS OF PAYMENT

All general rates are net of agency commissions. All bills are due and payable (net) within 15 days after the last day of the calendar month in which the advertising is published. We may, at our option, request that bills be paid weekly and require payment within seven days. Delinquent accounts are subject to reasonable collection charges.

If payment is not made in accordance with these terms, Philadelphia Media Network may refuse to insert further advertising, and all bills will become due and payable immediately. Cash discounts are not offered.

If a check is dishonored by the maker’s bank, a returned check fee of $25.00 per check will be charged. Advertiser agrees to pay any federal, state and local taxes imposed on the transaction. If no claim has been made on a payment made by an advertiser within two years, it shall be deemed to have been paid to Philadelphia Media Network for services rendered.

Philadelphia Media Network will provide advertisers a PIN number to verify publication of ads via the Internet. Tearsheets will no longer be provided without additional charges. Contact your sales representative for details.
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.

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.
“Big Philly” reaches a larger audience than any other media property in the region

**Average Weekly Reach**

Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on combined 1 week reach for print properties and their websites; Television based on early news 5pm-7pm cume; Greater Philadelphia Newspapers includes Bucks Co Courier Times, Doylestown Intelligencer; Burlington Co Times
No other property provides the vast reach into the region across multiple platforms

8.4MM unduplicated, loyal brand users across each platform each month\(^1\)

\(^1\)Combined print and digital unduplicated audience
Source: Scarborough 2015 R1; Base: Philadelphia DMA; comScore Media Metrix & Mobile Metrix Feb-Apr 2015; reflects browser access only
Germany halts flow of migrants

The overwhelmed country will begin enforcing emergency border-control measures.

By Laura Sinic

Ninety miles southeast of Berlin, Germany announced Friday that it would temporarily shut its borders to migrants entering the country.

The decision is likely to frustrate hundreds of other European countries torn by the south and north, where tens of thousands of migrants and refugees are seeking shelter.

The move has been welcomed by the largest group of tourists of people from around the world in recent weeks who have turned to the area over the weekend, according to the country’s other thousands of migrants. Greenland.

Germany’s intention to begin sterile enforcements in the area surrounded by a fence is likely to provoke an international reaction, as it will result in a “temporary” halt to migrants entering the country.

See STORY on A11

‘Chairman of the Boards’

By Laura Sinic

The former Sixers center and former basketball star led the team to its first NBA title in 1983.

Moses Malone, 60, died Sunday. Malone was named the NBA Finals MVP after leading the Sixers to a title in 1983. More coverage in Sports, Section D.

By Laura Sinic

Miss Georgia WINS OPEN

Miss America Benita Jones, 21, of New York City, was crowned Miss America 2015 on Saturday.

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Philadelphia’s heartbeat with the attitude that makes this city unique

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Readership</td>
<td>256,779</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>237,730</td>
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<tr>
<td>New Jersey</td>
<td>18,359</td>
</tr>
<tr>
<td>Men</td>
<td>64.1%</td>
</tr>
<tr>
<td>Women</td>
<td>35.9%</td>
</tr>
<tr>
<td>Average Age</td>
<td>46.9</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$64,648</td>
</tr>
<tr>
<td>Married</td>
<td>38.0%</td>
</tr>
<tr>
<td>Single/Widowed/Divorced/Separated</td>
<td>62.0%</td>
</tr>
<tr>
<td>Own home</td>
<td>72.1%</td>
</tr>
<tr>
<td>College Graduate or more</td>
<td>19.7%</td>
</tr>
<tr>
<td>Presence of Children: 1+</td>
<td>45.5%</td>
</tr>
</tbody>
</table>

Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the average issue audience
Award-winning news and commentary by leaders in every field

Unique Visitors (Avg. Month) 6.4MM
Page Views (Avg. Month) 65MM
Men 55.6%
Women 44.4%
Average Age 42
Average HHI $109,522
Married 60.3%
Single/Widowed/Divorced/Separated 39.7%
Own home 71.6%
College Graduate or more 49.9%
Presence of Children: 1+ 51.2%

Source: Scarborough, 2015 R1; Base: Philadelphia DMA; comScore Media Metrix; multi-platform Feb – Apr 2015
<table>
<thead>
<tr>
<th>CONTRACT LEVEL</th>
<th>FREQUENCY</th>
<th>SUNDAY INQUIRER</th>
<th>DAILY INQUIRER</th>
<th>DAILY NEWS</th>
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<td>0</td>
<td>$ 400</td>
<td>$ 240</td>
<td>$ 74</td>
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<tr>
<td>$ 50,000</td>
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<td>$ 340</td>
<td>$ 204</td>
<td>$ 62</td>
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<tr>
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<tr>
<td>$ 250,000</td>
<td>13x</td>
<td>$ 245</td>
<td>$ 148</td>
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<tr>
<td>$ 500,000</td>
<td>26x</td>
<td>$ 210</td>
<td>$ 126</td>
<td>$ 38</td>
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</table>

**INCH RATES (COLOR)**

<table>
<thead>
<tr>
<th>CONTRACT LEVEL</th>
<th>FREQUENCY</th>
<th>SUNDAY INQUIRER</th>
<th>DAILY INQUIRER</th>
<th>DAILY NEWS</th>
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</thead>
<tbody>
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<td>$ 100</td>
<td>$ 60</td>
<td>$ 18</td>
</tr>
<tr>
<td>$ 50,000</td>
<td>4x</td>
<td>$ 86</td>
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<tr>
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<td>$ 72</td>
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<td>$ 62</td>
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<tr>
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1) Capped at half page.