

# CLASSIFIED AUTO RATES

Effective March 2, 2009



The Inquirer

PHILADELPHIA  
**DAILY NEWS**  
THE PEOPLE PAPER

philly.com

# Classified Automotive Rates

Effective March 2, 2009

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## INFORMATION

### Affiliations

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

### Materials/Orders/Changes — Forwarding Addresses

*U.S. Postal Service Mail and Packages:*  
Philadelphia Inquirer/Daily News  
P.O. Box 8527, Philadelphia, PA 19101  
Attn.: Classified Advertising Department

*Special Carrier Mail and Packages:*  
Philadelphia Inquirer/Daily News  
400 North Broad Street, Philadelphia, PA 19130  
Attn: Classified Advertising Department

Special Carrier mail and packages will be accepted by the Advertising Services Dispatcher after business hours until 11:00 p.m. Monday through Friday and until noon on Saturday. 215-854-4835

### Department Information

Classifieds . . . . . 1-800-341-3413  
Classified Fax . . . . . (215) 854-5098

## REPRESENTATIVES

Represented nationally by Newspapers First

# Classified Automotive Rates

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## COMMISSION / TERMS OF PAYMENT

Philadelphia Newspapers ("PN") is the publisher of The Philadelphia Inquirer ("The Inquirer") and Philadelphia Daily News ("Daily News"). PN offers a 15% commission to recognized advertising agencies for legal and non-local classifications. 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 7 days. Delinquent accounts are subject to reasonable collection charges.

If payment is not made in accordance with these terms, PN 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 2 years, it shall be deemed to have been paid to PN for services rendered.

PN 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.

## POLICY (RATES & COPY)

### Approval

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

### 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 PN.

PN 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 PN 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 PN 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.

### Copyright

Advertiser agrees that the advertisement as it appears in The Inquirer/Daily News /philly.com will become the property of PN and hereby assigns all ownership interest in the advertisement, under the Copyright Act or otherwise, to PN. Unless otherwise notified by PN, advertiser is granted a license to place the ads in other media. Advertiser authorizes PN 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 Inquirer /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. PN 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.

### Agency and Advertiser Orders

All advertising will be run at the rates in effect at insertion. 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.

If your advertising is ordered "killed" after it has been released and published in one or more editions of The Inquirer/Daily News, you will be charged at the full rate. If your advertising misses any edition because of the late arrival of copy or material, you will be charged at the full rate.

### News/Editorial Style Copy

Advertisements that bear a resemblance to news or editorial matter can, at our option, be labeled "ADVERTISEMENT" above each column and the text be set in a sans serif font.

### 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 PN 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 PN.

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 PN reasonably believes you will incur such short rate charges, PN 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" lineage 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 PN.

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 PN to the transfer or assignment and shall be billed at the non-contract rates in effect at insertion.



# Classified Automotive Rates

Effective March 2, 2009

## AUTOMOTIVE SPENDING LEVELS

### DISPLAY - per inch

Revenue Contracts	Daily Full Run Inquirer	Daily Zone	Sunday Full Run Inquirer	Sunday Zone Inquirer	Saturday Inquirer	Daily News
OPEN	\$76.77	\$36.87	\$199.50	\$59.03	\$38.50	\$39.06
25,000	\$73.27	\$29.40	\$198.10	\$47.13	\$36.63	\$30.82
50,000	\$69.53	\$28.47	\$196.23	\$45.27	\$34.77	\$30.61
100,000	\$58.80	\$25.67	\$192.97	\$41.77	\$29.40	\$28.92
200,000	\$58.10	\$24.97	\$189.47	\$39.43	\$29.17	\$28.29
400,000	\$57.40	\$22.87	\$175.93	\$36.63	\$28.70	\$27.23
500,000	\$57.17	\$22.17	\$167.07	\$35.23	\$28.47	\$26.39
750,000	\$55.07	\$20.07	\$143.97	\$32.90	\$27.53	\$25.97

### Color Rates

#### Rate per color insertion

#### 4 Color Process

#### 2 Color - Spot

Sunday Inquirer Full Run	\$1,775	Sunday Inquirer Full Run	\$900
Sunday Inquirer Zones	\$875	Sunday Inquirer Zones	\$445
Daily Inquirer Full Run	\$875	Daily Inquirer Full Run	\$445
Daily Inquirer Zones	\$465	Daily Inquirer Zones	\$235
Daily News	\$465	Daily News	\$235

### LITEFACE - per line

Revenue Contracts	Daily Full Run Inquirer	Daily Zone	Sunday Full Run Inquirer	Sunday Zone Inquirer	Saturday Inquirer	Daily News
OPEN	\$6.31	\$3.03	\$16.41	\$4.86	\$3.17	\$3.21
25,000	\$6.03	\$2.42	\$16.29	\$3.88	\$3.01	\$2.54
50,000	\$5.72	\$2.34	\$16.14	\$3.72	\$2.86	\$2.52
100,000	\$4.84	\$2.11	\$15.87	\$3.44	\$2.42	\$2.38
200,000	\$4.78	\$2.05	\$15.58	\$3.24	\$2.40	\$2.33
400,000	\$4.72	\$1.88	\$14.47	\$3.01	\$2.36	\$2.24
500,000	\$4.70	\$1.82	\$13.74	\$2.90	\$2.34	\$2.17
750,000	\$4.53	\$1.65	\$11.84	\$2.71	\$2.26	\$2.14

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## FULL PAGE/ HALF PAGE PROGRAMS\*\*

Inquirer - Thursday - Full Page per zone	\$1,235 per page	Non-contract rate
Inquirer - Thursday - Full Page per zone	\$1184 per page	Contract rate
Daily News - Tuesday, Thursday or Saturday Full Page	\$1235 per page	Non-contract rate
Daily News - Tuesday, Thursday or Saturday Full Page	\$1184 per page	Contract rate
Daily News - 6 Full Pages per week	\$1081* per page	
Daily News - 6 One-half Pages per week	\$592* per half page	

\* If less than 6 ads run per week, the ads will be billed at the contract rate with applicable discounts.

\*\* No additional discounts apply.

## GROUP COMBINATION RATES

Does not apply.

## SPLIT RUN ADVERTISING

Does not apply.

## SPECIAL SERVICES

- Our new MediaLab™ studio assists advertisers in benefiting more from our products and services. Explore the latest in creative uses of the newspaper medium, like unusual ad placements and unexpected ad shapes and sizes, to attract more attention to your product offerings.
- The Inquirer and Daily News are prepared to assist you in the development of your advertising program. We can prepare, without charge, a layout of a specific ad or campaign.
- Our new ResearchLab™ with the aid of your sales representative, can provide in-depth market research and reader demographics for your advertising campaign.
- Our Ad Production department provides a wide range of services including veloxes, overruns of sections, etc. A schedule of prices for these services is available from your Inquirer/ Daily News representative.
- Advertising affidavits are available for a fee of \$30 each.

## CLASSIFIED DEADLINES

### Display Ads

Daily Issues: 5 p.m. 3 working days preceding publication.

Sunday Issue: 5 p.m. Wednesday.

For proof service, add 6 days to preceding deadlines. Proofs are allowed with no charge on ads 5 inches or more. Proof ads under 5 inches will be charged.

Art services required — add 24 hours to above deadlines.

### Litiface Ads

Daily Issues: 4 p.m. two days preceding publication.

Monday & Tuesday Issues: 4 p.m. Friday.

Sunday Issue: 4 p.m. Thursday.

### Cancellation Deadlines

Same as copy deadlines. Special category deadlines. Consult your Inquirer or Daily News sales representative.

## MECHANICAL MEASUREMENTS

	INQUIRER	DAILY NEWS
Column depth	21 inches	10.8 inches
Columns to page	6 columns	6 columns
Inches to page	126 inches	64.8 inches

COLUMN WIDTH	INCH MEASUREMENT
1	1.729"
2	3.558"
3	5.388"
4	7.217"
5	9.046"
6*	10.875"
Double Truck	22.875"

Full Page Sizes

Inquirer — 10.875" x 21"

Daily News/Inquirer tab-sized sections — 10.194" x 10.875"

Line Screen: 100

Production Specifications

The Philadelphia Inquirer and Daily News print on offset presses.

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## AD MATERIALS

Acrobat PDFs are the preferred ad file format. PDF files should be created using Acrobat Distiller with the settings PDF/X1a. **Please note that the deadline for non-PDF digital ads is 24-hours in advance of camera-ready.**

### B&W Ad Specs

Type: Minimum 8-point san serif  
Dot % Aimpoints (for digital files)  
Highlight 3%  
Midtone 35%  
Shadow 85%

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 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 Specification, available from your sales representative, or on our web site ([www.pnionline.com/advertisingservices/mediakit](http://www.pnionline.com/advertisingservices/mediakit)).

### Transmission Options

All digital ads, whether transmitted or sent on disk, must include (or have an attachment containing) the following information:

- Advertiser name
- Insertion date
- Publication
- Size of ad
- Name and telephone number of contact

### DIGITAL AD DELIVERY

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

### PN'S ADDESK

A free web-based system. Also contains print specifications, digital ad preparation information, ad sizes and deadlines. For information, call 215-854-2526 or 215-854-4956 or go to <http://addesk.pnionline.com/>.

### AP ADSEND

An electronic delivery service is offered by the VIO Worldwide. AdSEND accepts PDF files only. Charges vary. Call 1-609-642-1100 for more information.

### ADTRANSIT

A web-based delivery service. Go to [www.adtransit.com](http://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](http://www.fastchannel.com) to upload your advertising files.

## SPECIAL SECTIONS & PROGRAMS

### SPECIAL PROGRAMS

- Wise Buy-** Full page/Half page zoned frequency program  
Inquirer and Daily News
- Early Week-** Full page Full Run  
Available Mon., Tues., Wed., and Sat.  
Inquirer
- philly.com-** Automotive Inventory Online packages
- philly.com-** Yahoo BT Behavioral Targeting Online ad

### SPECIAL SECTIONS

- Auto Show Preview  
I Magazine  
Sports Section (Phillies, Eagles, Sixers, etc.)  
New Model Preview

## CLASSIFIED RATES

Classified Automotive rates are shown throughout this rate book. For general, employment and real estate classified advertising, see separate rate books.

## CIRCULATION

**Inquirer** -Established 1829  
Per copy daily 75¢  
Sunday \$1.75

**Daily News** -Established 1925  
per copy 75¢

Circulation	Daily	Sunday
The Philadelphia Inquirer	300,673	556,426
Philadelphia Daily News	109,923	

To subscribe, or for back issues, call 1-800-222-2765.

Source: ABC Audit Report, ended March 2008

# THE NEW AUTO SECTION

In The Inquirer and Daily News

CLEANER • CLEARER • NEWER • BETTER

## REDESIGNED WITH ADVERTISERS AND READERS IN MIND

The Philadelphia Inquirer and Daily News' new MARKETPLACE sections have been enhanced to deliver potential shoppers with an informative guide to finding the items and services they seek with ads and content presented in a more visually attractive design and easier-to-search format.

New graphic cover design grabs readers and draws them to their desired section — and to your ads.

1.800.341.3413  
or go online to [philly.com/autos](http://philly.com/autos)

Thousands of cars  
inside and online at  
[philly.com](http://philly.com)

## Cars

The Philadelphia Inquirer

SECTION  
**F**

WWW.PHILLY.COM

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SUNDAY, FEBRUARY 15, 2009
PHILLY

### Pontiac's '09 G6 has lots of variety

A range of engines, transmissions and body types are available, and gas mileage varies.

When her hubby was dictator of the Philippines, Imelda Marcos had 3,000 pairs of shoes. Which means she had almost as much footwear as the Pontiac G6 has model variations.

You can get this midsize as a coupe, sedan or convertible. It comes with three model designs: basic, GT and GXP. When you make the various body styles and configurations, you wind up with a total of 14 offerings, each with its own price tag.

There are four engines in the G6 repertoire: a 2.4-liter, 160-horsepower V4; a 2.6-liter, 174-hp V4; the 2.8-liter, 200-hp V4; and a 3.6-liter, 255-hp V6. The 2.4-liter V4 is good for 222 horsepower.

Gas mileage varies a bit, depending on which engine you use and whether you button it in the four or six-speed automatic. The big six-cylinder millage mountain is the four-cylinder, which gets 24 city and 31 highway. The 2.6-liter V4 is the convertible equipped with the optional 160-hp V4 and four-speed automatic. That guy gets a fairly forgettable 19 city and 25 highway.

The G6 I drive — the GT sedan with the 2.6-liter V4 and four-speed automatic — had decent ratings of 17 city and 24 highway.

Indeed, the GT sedan struck me as a pretty good G6 choice. True, it isn't quite as sporty looking as the



**Good**

**Pontiac G6 GT**

**Base price:** \$24,180

**As tested:** \$24,850

**Standard equipment:** Includes 1.6-liter engine, four-speed automatic, leather, alloy wheels and mirrors, keyless entry, air conditioning, steering wheel audio controls, six airbags, traction control, cruise control, anti-lock disc brakes.

**Options:** None

**Fuel economy:** 17 m.p.g. city and 26 highway

**Engine performance:** Lively

**Handling:** Responsive

**Comfort:** Average

**Styling:** Right there

**Warranty:** Three years/36,000 miles bumper to bumper, five years/100,000 on powertrain.

**The Best Buy:** Four Stars. Excellent. Three Stars, Good. Two Stars, Fair. One Star, Poor.

to sit, alloy wheels and all the usual power suspects.

With a base price of \$24,180, the G6 sedan drops far readily in the middle of a G6 price range that goes from \$19,275 for the base sedan to \$32,300 for the top-of-the-line convertible.

Sedan crash ratings are all the top five stars except for four stars on frontal crash/front passenger.

Contact Al Haas at [alhaas@philly.com](mailto:alhaas@philly.com).

**Pre-owned Models as low as \$3995**

SLOANE

**CHOOSE FROM OVER 250 CARS, TRUCK & SUVs**

THE BEST NEW CARS MAKE THE BEST USED CARS

EASY TO GET 3.9% FINANCING ON SELECT VEHICLES

<p><b>CERTIFIED</b></p> <p>7 Year/100,000 Mile Limited Warranty* 100 Point Quality Assurance Inspection** 7 Year/100,000 Mile Roadside Assistance**</p>	<p><b>CERTIFIED</b></p> <p>7 Year/100,000 Mile Limited Warranty* 100 Point Quality Assurance Inspection** 7 Year/100,000 Mile Roadside Assistance**</p>	<p><b>CERTIFIED</b></p> <p>7 Year/100,000 Mile Limited Warranty* 100 Point Quality Assurance Inspection** 7 Year/100,000 Mile Roadside Assistance**</p>	<p><b>CERTIFIED</b></p> <p>7 Year/100,000 Mile Limited Warranty* 100 Point Quality Assurance Inspection** 7 Year/100,000 Mile Roadside Assistance**</p>
 <p><b>MATRIX</b> starting at <b>\$8,995</b></p>	 <p><b>CAMRY</b> starting at <b>\$11,995</b></p>	 <p><b>SIENNA</b> starting at <b>\$13,995</b></p>	 <p><b>CIVIC</b> starting at <b>\$9,995</b></p>
 <p><b>COROLLA</b> starting at <b>\$9,995</b></p>	 <p><b>RAV4</b> starting at <b>\$12,995</b></p>	 <p><b>HIGHLANDER</b> starting at <b>\$16,995</b></p>	 <p><b>ACCORD</b> starting at <b>\$11,995</b></p>

**FOR OUR FULL SELECTION OF VEHICLES, SEE OUR FULL PAGE AD INSIDE!**

<p><b>SLOANE TOYOTA GLENSTONE</b> JENKINTOWN &amp; EASTON ROAD GLENSTONE, PA <b>866-358-9272</b></p>	<p><b>SLOANE TOYOTA DEVON</b> 470 WEST LANCASTER AVE. DEVON, PA <b>866-524-9692</b></p>	<p><b>CHAMPION TOYOTA</b> COTTMAN &amp; ALGON AVENUE NE PHILADELPHIA <b>866-471-9762</b></p>	<p><b>SLOANE HONDA</b> BUSTLETON &amp; WALDMAN AVE NE PHILADELPHIA <b>866-512-7148</b></p>
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**VISIT US ON-LINE 24 HRS A DAY / 7 DAYS A WEEK [SLOANEAUTOS.COM](http://SLOANEAUTOS.COM)**

MONDAY

Business Opportunities and Commercial Real Estate

TUESDAY

Pets

WEDNESDAY

MARKETPLACE (which includes Garage Sales, Antiques, Tickets, Collectibles, etc.)

THURSDAY

CARS

FRIDAY

CARS and HOMES

SATURDAY

Rentals & Real Estate on the cover, and MARKETPLACE inside with its own unique cover and feature story MARKETPLACE

SUNDAY

## EASIER TO READ AND EASIER TO SEARCH

The interior pages of the MARKETPLACE, JOBS, CARS, and HOMES sections have been redesigned from the standard 10-column newspaper format to a wider 6-column format. Along with other graphic improvements, this makes your ads and the pages on which they appear more attractive than ever.

Six-column format, new font and layout give the page a cleaner, more organized look. Ads are now listed alphabetically under large category headers. This easier-to-scan format helps shoppers find the items or services they seek quickly and easily.

For advertising and deadline information, please call **1.800.341.3413**

The Inquirer

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