

# GENERAL RATES

Effective January 1, 2010



# General Rates

Effective January 1, 2010

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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: General Advertising Department

*Special Carrier Mail and Packages:*

Philadelphia Inquirer/Daily News  
400 North Broad Street, Philadelphia, PA 19130  
Attn: General 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

General Advertising 215-575-6451  
General Advertising Fax 215-575-6492

## PERSONNEL

Brian P. Tierney . . . . .	(215) 854-4600
<i>CEO &amp; Publisher, The Philadelphia Inquirer</i>	
Mark Frisby . . . . .	(215) 854-5967
<i>Executive Vice President &amp; Publisher, Philadelphia Daily News</i>	
Bill Marimow . . . . .	(215) 854-4141
<i>Editor &amp; Executive Vice President, The Philadelphia Inquirer</i>	
Michael Days . . . . .	(215) 854-5984
<i>Editor &amp; Executive Vice President, Philadelphia Daily News</i>	
Howard Griffin . . . . .	(215) 575-6470
<i>VP, National Advertising . . . . . hgriffin@phillynews.com</i>	
Ron Adams . . . . .	(215) 575-6413
<i>Director, National Advertising . . . . . radams@phillynews.com</i>	
Perry Corsetti . . . . .	(215) 854-5881
<i>Director of Customer Relations . . . . . pcorsetti@phillynews.com</i>	
Sherry Phillips . . . . .	(610)-292-6015
<i>Managing Director, "T" Magazine . . . . . sphillips@phillynews.com</i>	

## REPRESENTATIVES

Represented nationally by Newspapers First

### New York Office

330 Madison Avenue  
New York, New York 10017  
212-692-7100 / Fax 212-286-9004

### Dallas Office

8115 Preston Road, Suite 640  
Dallas, Texas 75225  
214-696-8666 / Fax 214-696-3416

### Los Angeles Office

5757 Wilshire Boulevard, Museum Square, Suite 570  
Los Angeles, California 90036  
323-549-9144 / Fax 323-549-0944

# General Rates

Effective January 1, 2010

## ALL RATES ARE NET / TERMS OF PAYMENT

Effective 2009, 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, 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 two 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.

### 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. 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.

All local political advertising, full and part run, is charged at the \$5,000,000 level. A contract is not required. All ads must be labeled "Paid Political Advertisement" and comply with current state and federal regulations.

Non Profit applies to approved organizations making a direct appeal for funds, volunteers, and/or donations. Organizations must be approved and have a 501c-3 charity status to qualify.

Philadelphia Newspapers does not guarantee any given level of circulation or readership for an advertisement or distribution of a product.

Sunday circulation is provided on certain holidays. These holidays are charged at the Sunday contract rate and include Sunday pricing of color and any other applicable premiums.

### Co-op Advertising

Philadelphia Newspapers prohibits the brokering of its advertising space. Retailers placing orders on behalf of an advertiser, qualifying for general rates, will be charged the applicable General rate. Co-op rates are available to individual local advertisers that run creative supplied by a manufacturer, distributor or wholesaler of products, providing that the local retailer's address and phone number clearly appear in the ad. Co-op rates are also available to manufacturers, distributors or wholesalers of products that include a local dealer list in their ad. Additional requirements apply. Ask your sales representative for details.

### 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. All advertisements scheduled to run on Thanksgiving Day will be billed at the rate applicable to Sunday Editions. Daily Inquirer "Bonus Days" at 10% premium (See Page 4.)

### 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. 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 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.

# General Rates

Effective January 1, 2010

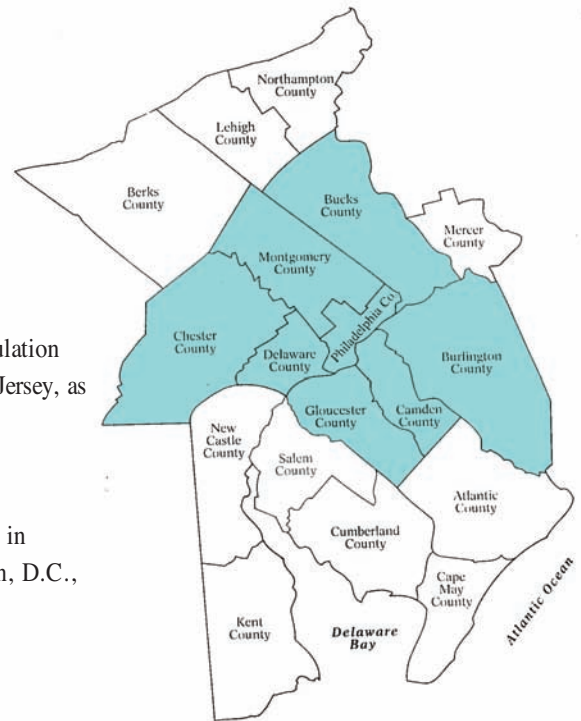
## THE PHILADELPHIA MARKET

### PUT PHILLY FIRST ON YOUR LIST!

The Philadelphia region is a unique and powerful market that should not be overlooked. It ranks fourth in the nation in population and households.

Philadelphia's Designated Market Area (DMA) is an 18-county region with a population of 7.8 million residing in eight counties in Pennsylvania, eight counties in New Jersey, as well as two counties in Delaware.

Philadelphia is undergoing a major renaissance, with increasing employment and retail growth, as well as a rising standard of living. Philadelphia also ranks fourth in overall consumer spending, with \$152 billion in 2009. We're ahead of Washington, D.C., Boston, Atlanta, Dallas and Miami in spending, as well as much more.



Philadelphia DMA, with 8-county NDM highlighted

Below are some facts about our rich consumer-rich market:

### Travel

- 2.8 million have taken at least one domestic/foreign trip by air in the past year
- 2.4 million have taken a foreign trip in the past 3 years
- Over 836,000 have taken a cruise in the past 3 years
- 1.1 million have visited Atlantic City in the past year

### Entertainment

- 2.5 million have visited a casino in the past year
- 2.9 million have gone to a movie in the past 3 months

### Banking / Financial

- 4.7 million have used a credit card in the past 3 months
- 3.4 million have an investment
- 1.8 million use online banking

### Telecom

- 4.9 million are wireless/cell phone subscribers
- 1.5 million spent over \$100 on their last month's wireless/cell phone bill

### Insurance

- 4.9 million have homeowners or renters insurance
- 5.3 million have health insurance

Source: Scarborough Research, 2009, Release 2; Claritas, 2009 (DMA Markets)  
Base: Philadelphia DMA

### PHILADELPHIA FIRSTS:

Public park  
Almanac  
Paper mill  
Public school  
Public library  
Hospital  
Medical school  
Female doctor  
Life insurance company  
Stock exchange  
Museum  
Theatre house  
Capital of the U.S.  
Turnpike  
Volunteer fire dept.  
Corporate bank  
Federal mint  
World's fair  
Computer  
Daily newspaper

# General Rates

Effective January 1, 2010

## ROP BLACK & WHITE NET RATES

Revenue Grid Level	Single Product Rates			Combo Rates/Combo		Breakdown		Preprints/TMC
	Daily Inq	Daily News	Sunday/Thanksgiving Inquirer	Daily INQ/DN Combo	Combo Repeat From Sunday	Daily Inquirer	Daily News	Preprint Frequency
Open	\$622	\$145	\$857	\$633	\$643	\$474	\$159	0%
\$50,000	\$609	\$143	\$842	\$620	\$631	\$465	\$155	0%
\$100,000	\$596	\$140	\$827	\$607	\$620	\$455	\$152	3%
\$150,000	\$584	\$137	\$813	\$595	\$609	\$446	\$149	3%
\$200,000	\$572	\$134	\$798	\$583	\$599	\$437	\$146	3%
\$300,000	\$560	\$132	\$784	\$573	\$588	\$429	\$144	6%
\$500,000	\$549	\$129	\$771	\$560	\$578	\$420	\$140	6%
\$750,000	\$536	\$126	\$758	\$548	\$568	\$412	\$136	12%
\$1,000,000	\$527	\$125	\$748	\$542	\$561	\$407	\$135	12%
\$2,000,000	\$521	\$124	\$739	\$535	\$554	\$402	\$133	15%
\$4,000,000	\$510	\$121	\$731	\$525	\$548	\$394	\$131	15%
\$5,000,000	\$496	\$117	\$705	\$509	\$529	\$382	\$127	18%

All rates are per column inch.

## COMBINATION/REPEAT DISCOUNTS

- ✓ To be eligible for the following discounts, all ads must be scheduled within a 7-day period of the first Sunday ad.
- ✓ A daily advertisement or daily combination (INQ/DN) repeated from the Sunday Inquirer earns a 25% discount off of the full daily rate. The same ad copy and the same size ad must be used to qualify for combination and repeat rates.
- ✓ Within a 7-day period, additional daily insertions or daily combinations receive a 50% discount off the full daily rate.

## COLOR RATES (NET)

Revenue Grid Level	Daily Inquirer 2 Color	Daily Inquirer 4 Color	Daily News 2 Color	Daily News 4 Color	Sunday Inquirer 2 Color	Sunday Inquirer 4 Color
Open	\$4,155	\$5,617	\$2,219	\$2,809	\$6,216	\$8,426
\$50,000	\$4,155	\$5,617	\$2,219	\$2,809	\$6,216	\$8,426
\$100,000	\$3,923	\$5,339	\$2,122	\$2,660	\$5,896	\$7,994
\$150,000	\$3,923	\$5,339	\$2,122	\$2,660	\$5,896	\$7,994
\$200,000	\$3,923	\$5,339	\$2,122	\$2,660	\$5,896	\$7,994
\$300,000	\$3,923	\$5,339	\$2,122	\$2,660	\$5,896	\$7,994
\$500,000	\$3,551	\$5,028	\$1,602	\$2,196	\$5,315	\$7,530
\$750,000	\$3,551	\$5,028	\$1,602	\$2,196	\$5,315	\$7,530
\$1,000,000	\$3,551	\$5,028	\$1,602	\$2,196	\$5,315	\$7,530
\$2,000,000	\$3,551	\$5,028	\$1,602	\$2,196	\$5,315	\$7,530
\$4,000,000	\$3,551	\$5,028	\$1,602	\$2,196	\$5,315	\$7,530
\$5,000,000	\$3,245	\$4,735	\$1,316	\$1,903	\$4,875	\$7,103

Contact your Inquirer or Daily News sales representative for information about deadline. In all cases, include black as a color. Please direct questions regarding separations, ink selection, and other processing to the Advertising Color Coordinator at 215-854-2323.

# General Rates

Effective January 1, 2010

## LOCAL NEWS PART RUN NET RATES

### Local News “B” Section

From regional to neighborhood news, you will find opportunities to connect with community-minded readers every day. With two zones, this section provides flexibility to target potential customers near your stores seven days a week. The Inquirer’s Local News section reaches over 804,000 adults on an average weekday and over 1.25 million adults on Sunday.

### Local News “B” Section Rates

Revenue Levels	Daily		Sunday	
	NJ	PA	NJ	PA
Open	\$89.47	\$436.21	\$129.42	\$660.67
\$50,000	\$67.15	\$292.36	\$101.29	\$442.79
\$100,000	\$63.55	\$287.43	\$99.86	\$435.33
\$150,000	\$63.55	\$287.43	\$99.86	\$435.33
\$200,000	\$61.41	\$281.99	\$97.34	\$427.09
\$300,000	\$61.06	\$276.31	\$97.34	\$418.49
\$500,000	\$60.68	\$272.51	\$97.34	\$412.74
\$750,000	\$60.32	\$270.40	\$96.50	\$409.55
\$1,000,000	\$59.60	\$267.97	\$95.85	\$405.85
\$2,000,000	\$57.46	\$250.67	\$94.09	\$379.66
\$4,000,000	\$54.57	\$246.87	\$91.72	\$373.91
\$5,000,000	\$50.69	\$237.99	\$88.40	\$360.45

### 2nd Repeat Ad (25% off)

### 3rd-7th Repeat Ad (50% off)

Revenue Levels	Daily		Daily	
	NJ	PA	NJ	PA
Open	\$67.10	\$327.16	\$44.74	\$218.11
\$50,000	\$50.37	\$219.27	\$33.58	\$146.18
\$100,000	\$47.66	\$215.57	\$31.78	\$143.72
\$150,000	\$47.66	\$215.57	\$31.78	\$143.72
\$200,000	\$46.05	\$211.49	\$30.70	\$141.00
\$300,000	\$45.79	\$207.23	\$30.53	\$138.16
\$500,000	\$45.51	\$204.39	\$30.34	\$136.26
\$750,000	\$45.24	\$202.80	\$30.16	\$135.20
\$1,000,000	\$44.70	\$200.98	\$29.80	\$133.98
\$2,000,000	\$43.09	\$188.00	\$28.73	\$125.34
\$4,000,000	\$40.93	\$185.15	\$27.29	\$123.44
\$5,000,000	\$38.02	\$178.49	\$25.35	\$119.00

All rates are per column inch.

Source: 2009 Inquirer Trend Survey

# General Rates

Effective January 1, 2010

## WEEKEND SECTION PART RUN NET RATES

### Weekend Section

The Inquirer's Weekend Section is the hottest guide to entertainment in the Philadelphia market. Every Friday, this section is read by over 691,000 Philadelphia market adults interested in theater, art, dance, dining, museums and local attractions.

Revenue Levels	Daily	
	NJ	PA
Open	\$71.58	\$348.97
\$50,000	\$53.72	\$233.88
\$100,000	\$50.84	\$229.95
\$150,000	\$50.84	\$229.95
\$200,000	\$49.12	\$225.59
\$300,000	\$48.85	\$221.05
\$500,000	\$48.54	\$218.01
\$750,000	\$48.26	\$216.32
\$1,000,000	\$47.68	\$214.37
\$2,000,000	\$45.97	\$200.54
\$4,000,000	\$43.66	\$197.50
\$5,000,000	\$40.55	\$190.39

Revenue Levels	2nd Repeat Ad (25% off) Daily		3rd-7th Repeat Ad (50% off) Daily	
	NJ	PA	NJ	PA
Open	\$53.68	\$261.73	\$35.79	\$174.48
\$50,000	\$40.29	\$175.41	\$26.86	\$116.94
\$100,000	\$38.13	\$172.46	\$25.42	\$114.97
\$150,000	\$38.13	\$172.46	\$25.42	\$114.97
\$200,000	\$36.84	\$169.20	\$24.56	\$112.80
\$300,000	\$36.63	\$165.79	\$24.42	\$110.53
\$500,000	\$36.41	\$163.51	\$24.27	\$109.01
\$750,000	\$36.19	\$162.24	\$24.13	\$108.16
\$1,000,000	\$35.76	\$160.78	\$23.84	\$107.19
\$2,000,000	\$34.47	\$150.40	\$22.98	\$100.27
\$4,000,000	\$32.74	\$148.12	\$21.83	\$98.75
\$5,000,000	\$30.42	\$142.80	\$20.28	\$95.20

All rates are per column inch.

Source: 2009 Inquirer Trend Survey

# General Rates

Effective January 1, 2010

## NATIONAL PART RUN FOOD SECTION NET RATES

### Food Section

Every Thursday, The Inquirer's Food section spices things up with restaurant reviews, recipes and fascinating ingredients. This section draws an audience of purchasing decision makers within the household and associates your advertising message with what's fresh and delicious. The Inquirer's Food section offers advertisers four zones and reaches over 539,000 adults every Thursday.

Revenue	Food Rates				2nd Ad 25% off			
	Bucks	Chester/Delco	Montco	NJ	Bucks	Chester/Delco	Montco	NJ
Open	\$82.19	\$48.88	\$90.51	\$65.64	\$61.64	\$36.66	\$67.88	\$49.23
\$50,000	\$50.60	\$36.76	\$67.97	\$49.27	\$37.95	\$27.57	\$50.98	\$36.95
\$100,000	\$46.95	\$35.90	\$66.47	\$46.63	\$35.21	\$26.93	\$49.85	\$34.97
\$150,000	\$46.95	\$35.90	\$66.47	\$46.63	\$35.21	\$26.93	\$49.85	\$34.97
\$200,000	\$45.02	\$35.70	\$66.16	\$45.05	\$33.77	\$26.77	\$49.62	\$33.79
\$300,000	\$43.03	\$35.04	\$64.82	\$44.80	\$32.28	\$26.28	\$48.62	\$33.60
\$500,000	\$41.66	\$34.32	\$63.47	\$44.52	\$31.24	\$25.74	\$47.61	\$33.39
\$750,000	\$39.86	\$34.17	\$63.31	\$44.26	\$29.90	\$25.63	\$47.49	\$33.19
\$1,000,000	\$38.05	\$34.07	\$63.00	\$43.73	\$28.54	\$25.55	\$47.25	\$32.80
\$2,000,000	\$37.40	\$33.44	\$61.94	\$42.15	\$28.05	\$25.08	\$46.45	\$31.62
\$4,000,000	\$36.63	\$33.18	\$61.34	\$40.04	\$27.48	\$24.88	\$46.01	\$30.03
\$5,000,000	\$36.16	\$31.93	\$59.08	\$37.19	\$27.12	\$23.94	\$44.31	\$27.89

Revenue	3rd-7th Ad 50% off			
	Bucks	Chester/Delco	Montco	NJ
Open	\$41.09	\$24.44	\$45.26	\$32.82
\$50,000	\$25.30	\$18.38	\$33.99	\$24.63
\$100,000	\$23.47	\$17.95	\$33.24	\$23.31
\$150,000	\$23.47	\$17.95	\$33.24	\$23.31
\$200,000	\$22.51	\$17.85	\$33.08	\$22.53
\$300,000	\$21.52	\$17.52	\$32.41	\$22.40
\$500,000	\$20.83	\$17.16	\$31.74	\$22.26
\$750,000	\$19.93	\$17.08	\$31.66	\$22.13
\$1,000,000	\$19.02	\$17.04	\$31.50	\$21.87
\$2,000,000	\$18.70	\$16.72	\$30.97	\$21.08
\$4,000,000	\$18.32	\$16.59	\$30.67	\$20.02
\$5,000,000	\$18.08	\$15.96	\$29.54	\$18.60

All rates are per column inch.

Source: 2009 Inquirer Trend Survey

# General Rates

Effective January 1, 2010

## NATIONAL PART RUN COLOR RATES (NET)

Color Rates for The Inquirer's Local News, Weekend and Food sections.

Zoned Color Rates Revenue Levels	Daily Inquirer		Sunday Inquirer	
	2 Color	4 Color	2 Color	4 Color
Open	\$966	\$1,310	\$1,125	\$1,632
\$50,000	\$966	\$1,310	\$1,125	\$1,632
\$100,000	\$943	\$1,273	\$1,069	\$1,540
\$150,000	\$943	\$1,273	\$1,069	\$1,540
\$200,000	\$943	\$1,273	\$1,069	\$1,540
\$300,000	\$943	\$1,273	\$1,069	\$1,540
\$500,000	\$796	\$1,163	\$943	\$1,449
\$750,000	\$796	\$1,163	\$943	\$1,449
\$1,000,000	\$796	\$1,163	\$943	\$1,449
\$2,000,000	\$796	\$1,163	\$943	\$1,449
\$4,000,000	\$796	\$1,163	\$943	\$1,449
\$5,000,000	\$713	\$1,044	\$851	\$1,310

Note: Price is per zone, per day.

# General Rates

Effective January 1, 2010

## PREMIUM POSITIONS

Available on a first come first serve basis, as follows:

### INQUIRER

<u>Position</u>	<u>Days/Available Sizes/Notes</u>	<u>Premium</u>	<u>Position</u>	<u>Days/Available Sizes/Notes</u>	<u>Premium</u>
Page A1	Sunday through Saturday 2 x 4.5" or 6 x 1.5"	\$14,500 Daily \$31,000 Sunday	Main News Jump Page	Sunday through Saturday One 6 x 10.5" ad or two 3 x 10.5" ads A minimum of one front page story will jump to this page. Ads count toward contract fulfillment.	20%
Page A2	Sunday through Saturday	20%	Financial Stock Page "Peninsula"	Tuesday through Sunday 3 x 10.5"	25%
Page A3	Sunday through Saturday	25%	Financial Stock Page "Island"	Tuesday through Friday & Sunday various sizes 3 x 7 - 3 x 11	25%
Page A4	Sunday through Saturday Total ad space up to 63". Maximum ad space 4 x 15.75". The only size ad wider than 4 columns is 6 x 10.5". Also on the page are the newspaper information box and the lottery.	20%	Sports Page 3	Maximum Ad size is 63" Maximum columns: 4	20%
			Travel Front	Sunday, 6 x 3, 4 Color Strip on Front of Travel Section Rates vary based on frequency.	Refer to rate table

### DAILY NEWS

<u>Position</u>	<u>Days/Available Sizes/Notes</u>	<u>Premium</u>	<u>Position</u>	<u>Days/Available Sizes/Notes</u>	<u>Premium</u>									
Page 1	Monday through Saturday, 5 x 1"	\$5,000	Weather page	5 x 5.75" - color available	None									
Page 2	Monday through Friday, 3 x 10.875"	20%	Specific Section Requests	Main News, Business, Sports, Magazine & Local	10%									
Page 7	Monday through Friday, 3 x 10.875"	10%	<b>Sky Box Add on Rates</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Strip program</td> <td>Daily</td> <td>Sunday</td> </tr> <tr> <td>and ROP Add on:</td> <td>\$1,500</td> <td>\$3,000</td> </tr> <tr> <td colspan="3">Custom Ad sizes receive a 30% premium</td> </tr> </table>			Strip program	Daily	Sunday	and ROP Add on:	\$1,500	\$3,000	Custom Ad sizes receive a 30% premium		
Strip program	Daily	Sunday												
and ROP Add on:	\$1,500	\$3,000												
Custom Ad sizes receive a 30% premium														
Sports Scoreboard	Monday through Friday	25%												
Page "Peninsula"	3 x 6"													
Sports Page 2 (inside back)	Monday through Friday 3 x 10.875"	20%												
Sports Page 6 (6 in from back)	Monday through Friday 5 x 10.875" (full page)	10%												

## SPECIAL ROP UNITS

### Section Front Strip Ads

Available upon request and pre-approval by advertising, editorial, and finance departments. See above, Premium Positions. Creative ad sizes accepted upon availability. Premium will be charged.

	Daily - All Sections			Daily - Tab Sections			
	6 x 1"	6 x 2"	6 x 3"	5 x 1"	5 x 2"	5 x 3"	
Open	\$5,941	\$11,883	\$17,823	Open	\$5,941	\$11,883	\$17,823
13x	\$3,862	\$7,427	\$11,288	13x	\$3,862	\$7,427	\$11,288
26x	\$3,564	\$7,130	\$10,694	26x	\$3,564	\$7,130	\$10,694
52x	\$3,267	\$6,536	\$10,100	52x	\$3,267	\$6,536	\$10,100

	Sunday - All Sections		
	6 x 1"	6 x 2"	6 x 3"
Open	\$9,506	\$19,012	\$28,517
13x	\$6,238	\$12,180	\$18,417
26x	\$5,941	\$11,586	\$17,527
52x	\$5,347	\$10,991	\$16,338

**Sections Available:**

Local, Business, Sports, Magazine, Travel

Note: Magazine section includes Health & Science, Style & Soul, Food, Home & Design, Weekend (tab) and Arts & Entertainment

# General Rates

Effective January 1, 2010

## PREPRINT INSERT/DISTRIBUTION NET RATES

Preprint Tab	Half-Tab or Card	Daily or Sunday Cost Per Thousand 1X Full Run	GEN 1X Part Run
2-4	2-4	\$87	\$113
6	6	\$99	\$121
8	8-14	\$106	\$129
12	16-22	\$113	\$138
16	24-30	\$121	\$146
20	32-38	\$126	\$154
24	40-46	\$133	\$163
28	48-54	\$139	\$172
32	56-62	\$146	\$181
	Additional 4 tab pages:	\$12	\$14

Mini-tab pages, 94 sq. inches or less

## MY COMMUNITY TREND – TOTAL MARKET COVERAGE

### MyCommunity**TREND**

My Community Trend publications effectively reach nearly one million households each week, throughout the suburban Philadelphia area. 60 zones strong, My Community Trend reaches readers in 8 counties across Pennsylvania and New Jersey. My Community Trend hits more eyes weekly than any other community publication in the market. Our strategic distribution approach offers advertisers tremendous flexibility, enabling them to build campaigns as localized as single community focus to full market coverage. Specialty niche products are also available to further refine specific marketing needs. My Community Trend continues to be the vehicle of choice for local, regional, and national advertisers desiring access to our diverse and very loyal reader base. My Community Trend delivers local features, sports, community events and education news to its readers each week. It has connection to the community's voices, with over 10 pages of unique, localized editorial each week.

## PREPRINT ORDERING & DEADLINES

Deadline for reservation 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 contract must be on file with PN for frequency discounts to apply.

Full-run preprint inches count toward full-run contract fulfillment. Part-run preprint inches run in one or more preprint distribution areas count toward part-run contract fulfillment.

Rebates are earned only on in-paper full-run or part-run inches; no ROP rebate will be earned on the preprint inches.

### Address

Philadelphia Newspapers, LLC  
800 River Road (Route 23)  
Conshohocken, PA 19428  
Materials Receiving Department  
610-292-6717

### Contacts

Perry Corsetti, Director of Customer Relations: 215-854-5881  
Eileen Bourque, Scheduling: 610-292-6195  
Preprint Hot Line: 215-854-4613

### Delivery Hours

Monday through Friday 7:00 a.m. to 2:00 p.m., then 9:30 p.m. to 3:30 a.m.; Saturdays 8:00 a.m. to noon; Sundays 9:30 a.m. to noon.

### Product Sampling / Poly Bag Wraps

Available in Sunday home delivered copies. Please contact Perry Corsetti at 215-854-5881.

### Front Page Poppers

Available all days except Saturday. Please contact your sales representative or Perry Corsetti at 215-854-5881.

### 4-Color Home Delivery Wraps

These 50-pound newsprint sheets wrap the home delivery editions of The Inquirer in four color. Contact your sales representative for details.

# General Rates

Effective January 1, 2010

## SPECIAL SERVICES

- 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. If artwork is to be drawn, a charge of \$70.00 per hour will apply with a half-hour minimum.
- ResearchLab™ with the aid of your sales representative, can provide in-depth market research, reader demographics and ad effectiveness studies 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 \$25 each.

## DISPLAY AD DEPTH REQUIREMENTS

**Inquirer** — Copy exceeding 18 inches deep must occupy and will be billed full column depth of 21 inches. Copy will be centered in space.  
**Daily News** — Copy exceeding 10.5 inches deep must occupy and will be billed full column depth of 11.6 inches. Copy will be centered in space.

## SPECIAL DAYS/PAGES/FEATURES

### INQUIRER

Sunday — Travel & Resort  
 Thursday — Food  
 Friday — Weekend Entertainment (tabloid size)

### DAILY NEWS

Daily News Yo! Section  
 Monday through Friday — Lifestyle, Pop Culture, Entertainment and Trends, Big Fat Friday

### ACCENT FEATURES

Daily Inquirer Magazine Section  
 Monday — Health & Science  
 Wednesday — Style & Soul  
 Thursday — Food  
 Friday — Home & Design  
 Sunday Inquirer — Tech Life (part of Business)

Please contact your Inquirer/Daily News sales representative for additional opportunities.

## CONTRACT & COPY REGULATIONS

See page 3 - General Rate Policy

## CLOSING TIMES

### DAILY EDITIONS

INSERTION DAY	SPACE RESERVATION DEADLINE	TYPE REQUIRED DEADLINE	CAMERA READY DEADLINE	Proof Service*		
				COPY & ART DUE**	PROOF TO ADVERTISER	RELEASE PROOF DUE
Monday	Friday Noon	Friday 5 p.m.	Friday 5 p.m.	5 p.m. Tues. preceding	Friday	Friday 5 p.m.
Tuesday	Friday 5 p.m.	Friday 5 p.m.	Monday Noon	5 p.m. Tues. preceding	Friday	Friday 5 p.m.
Wednesday	Monday Noon	Monday 5 p.m.	Tuesday Noon	5 p.m. Thurs. preceding	Monday	Monday 5 p.m.
Thursday	Tuesday Noon	Tuesday 5 p.m.	Wednesday Noon	5 p.m. Fri. preceding	Tuesday	Tuesday 5 p.m.
Friday	Wednesday Noon	Wednesday 5 p.m.	Thursday Noon	5 p.m. Fri. preceding	Wednesday	Wednesday 5 p.m.
Saturday	Thursday Noon	Thursday 5 p.m.	Friday Noon	5 p.m. Mon. preceding	Thursday	Thursday 5 p.m.

Add 24 hours if art services are required. Daily News center spread requires 6 days advance notice.  
 Color ad deadlines are 24 hours in advance of black and white. **Cancellations not accepted after closing.**  
**Any premium or anchor positions require booking reservation in advance (first come, first serve). See you ad rep for details.**

### SUNDAY EDITIONS

INSERTION DAY	SPACE RESERVATION DEADLINE	TYPE REQUIRED DEADLINE	CAMERA READY DEADLINE	Proof Service*		
				COPY & ART DUE**	PROOF TO ADVERTISER	RELEASE PROOF DUE
Travel	Thursday Noon (10 days prior)	Thursday Noon (10 days prior)	Friday Noon	5 p.m. Wednesday preceding (11 days prior)	Friday (10 days prior)	Friday 5 p.m. (9 days prior)
Arts & Entertainment	Wednesday 5 p.m.	Wednesday 5 p.m.	Thursday Noon	5 p.m. Friday prior	Wednesday a.m.	Wednesday 5 p.m.
Main News, Sports, Business, Books	Wednesday 5 p.m.	Thursday 5 p.m.	Friday Noon	Tuesday 5 p.m.	Friday a.m.	Friday Noon
TV Book	(16 days prior)		5 p.m. Thursday			

\* Proof ads under 5 column inches will be charged a \$38.15 composition fee; proof ads 5 column inches or larger are free of charge, unless there are art revision charges. For additional information, contact Ad Production Service 215-854-4830.

\*\* Also applies to color separations made by PN's Prepress Department. **Cancellations not accepted after closing.**

# General Rates

Effective January 1, 2010

## MECHANICAL MEASUREMENTS

	INQUIRER	DAILY NEWS
Column width	10p 4 picas	11p 6 picas
Column depth	21 inches	10.875 inches
Columns to page	6 columns	5 columns
Inches to page	126 inches	54 inches

COLUMN WIDTH	INQUIRER	DAILY NEWS (TAB)
1	1.729"	1.917"
2	3.558"	3.986"
3	5.388"	6.056"
4	7.217"	8.125"
5	9.046"	10.194"
6*	10.875"	N/A
Double Truck	22.875"	21.306"

\*Inquirer only

### Full Page Sizes

Inquirer — 10.875" x 21"

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

See page 12 for more information regarding display ad depth requirements.

**Line Screen: 100**

### Production Specifications

The Philadelphia Inquirer and Daily News print on offset presses.

### Ad Materials

Electronic ad material for black and white and color ads is encouraged. The Philadelphia Inquirer and Daily News prefer PDF files — the industry standard for electronic ad submission. We also accept QuarkXPress for Macintosh only.

**Please note that the deadline for non-PDF digital ads is 24-hours in advance of camera-ready.**

### Camera-Ready Material

B&W camera-ready copy must be unmounted, same-size velox at 100 lines per inch (or coarser). If you are sending laser printer output, confirm it is produced with black only and that a screen is evident.

### 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

## CLASSIFIED RATES

Consult The Inquirer/Daily News Classified Advertising Rate Book.

## COLOR COMIC RATES

Please contact Perry Corsetti at 215-854-5881

## COLOR AD SPECS

Type: Minimum 12-point san serif    Dot % Aimpoints

	C	M	Y	K
Non-Detail Whites	0	0	0	0
Highlight	2	1	1	0
Midtone	40	30	30	5
Shadow	60	50	50	80

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 Specifications available from your sales representative.

### 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 for 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 search <http://addesk.pnionline.com/>.

#### ADSEND

An electronic delivery service is offered by the 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](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.

## CIRCULATION

	<i>Inquirer</i> Established 1829	<i>Daily News</i> Established 1925
	Per copy daily 75¢; Sunday \$1.75	Per copy 75¢

Circulation	Daily	Sunday
The Philadelphia Inquirer	288,271	550,401
Philadelphia Daily News	98,381	

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

Source: ABC Audit Reports, March 2009



The Philadelphia Inquirer  philly.com

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