

# JOBS

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Effective January 1, 2010



# Classified Recruitment Rates

Effective January 1, 2010

## CONTENTS

	Page
Section Page	
Personnel	1
Commission and Terms of Payment	2
Rate Policy	2
Print Advertising Rates	3
Color Rates	3
Monster.com Rates	4
Special ROP Units	4
Special Services	5
Display Ad Depth Requirements	5
Classified Deadlines	5
Mechanical Measurements/Electronic Ad Delivery	5
Circulation	6

## 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

Help Wanted Ads . . . . . (215) 854-5448  
For Billing Information . . . . . (215) 854-9222  
Help Wanted Fax . . . . . (215) 854-4820  
Help Wanted Email . . . . . recruitment@phillynews.com

## PERSONNEL

Brian P. Tierney . . . . . (215) 854-4600  
*President and CEO*

Bill Marimow . . . . . (215) 854-4141  
*Editor, The Philadelphia Inquirer; Executive Vice President*

Mark Frisby . . . . . (215) 854-4160  
*Publisher, Philadelphia Daily News; VP Operations*

Michael Days . . . . . (215) 854-5984  
*Editor, Philadelphia Daily News; Executive Vice President*

Tom Geonnotti . . . . . (215) 854-5560  
*VP Regional Advertising*

Rita Lusén . . . . . (215) 854-5440  
*Classified Advertising Director . . . . . rlusen@phillynews.com*

Renette Anderson . . . . . (215) 854-2944  
*Assistant Classified Advertising Director . . . . . randerson@phillynews.com*

Paul Swider . . . . . (215) 854-2262  
*Recruitment Advertising Manager . . . . . pswider@phillynews.com*

Kathy Siravo . . . . . (215) 854-4968  
*Product and Event Supervisor . . . . . ksiravo@phillynews.com*

## REPRESENTATIVES

Represented nationally by Newspapers First

Information on this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS).



# Classified Recruitment Rates

Effective January 1, 2010

## 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 Recruitment Rates

Effective January 1, 2010

## 2010 MULTI-MEDIA ADVERTISING PACKAGES

Recruitment advertising publishes each week in the Sunday Inquirer JOBS Section, Monday Daily News JOBS Section and Monday Inquirer Business Section. Commissionable to recognized ad agencies.

## IN-COLUMN AD PACKAGES

Value Package (6 lines) - \$679 – Extra lines up to 14 @\$35 each  
Plus Package (20 lines) - \$1,079 – Extra lines up to 30 @\$35 each  
Deluxe Package (35 lines) - \$1,505 – Extra lines up to 60 @\$35 each

Packages include Sunday Inquirer JOBS Section, Monday Daily News JOBS Section, Monday Inquirer Business Section, a 30-day Top Job Video on philly.com and a 30-day posting on Monster.com.

## DISPLAY AD PACKAGES

Small (1 column x 5) - \$2,950  
Medium (2 columns x 5") - \$3,650

Packages include Sunday Inquirer JOBS Section, Monday Daily News JOBS Section, Monday Inquirer Business Section, a 30-day Top Job Video on philly.com, a 30-day posting on Monster.com and a 1-month medium rectangle ad on the philly.com industry page of your choice (pending availability).

## BIG AD PACKAGES

Quarter Page (3 columns x 10.50") - \$3,680  
Half Page (6 columns x 10.50") - \$5,180  
Full Page (6 columns x 21") - \$9,680

Packages include Sunday Inquirer JOBS Section, Monday Daily News JOBS Section, Monday Inquirer Business Section, a daily Inquirer ROP section of your choice (upon availability), a 30-day Top Job Video on philly.com, a 30-day posting on Monster.com.

## REPEAT RATE

All packages listed above can be re-run the following week at a 25% discount. Applies only to the same ad repeated 7 days from the prior Sunday. Some exclusions apply. See your sales representative for details.

## SUNDAY INQUIRER PREMIUM PLACEMENTS

Ads appear on the front page of the Sunday Inquirer JOBS Section on a first reserved basis.

1 column x 3.50 inch ad (2 available) @\$2,318 each  
1 column x 7 inch ad (1 available; takes place of above 3.5 inch ads) @\$4,635

\*Discounted frequency rates available. Includes 30-day posting on Monster.com. Run the same ad the following Sunday at 50% off the Sunday print rate.

## MONDAY DAILY NEWS STAND-ALONE RATES

### In-Column Packages

Small (6 lines) - \$400 – Extra lines up to 14 @\$10 each  
Medium (20 lines) - \$525 – Extra lines up to 30 @\$10 each  
Large (35 lines) - \$625 – Extra lines up to 60 @\$10 each

Packages include Monday Daily News JOBS Section and a 30-day posting on Monster.com

### Display Ad Packages

Small (1 column x 5") - \$825  
Medium (2 column x 5") - \$975  
Eighth Page (3 column x 5") - \$1,275  
Quarter Page (3 column x 10.5") - \$1,625  
Full Page (6 column x 10.5") - \$2,575

Packages include Monday Daily News JOBS Section and a 30-day posting on Monster.com

## REPEAT RATE

All packages listed above can be re-run the following week at a 25% discount. Applies only to the same ad repeated 7 days from the prior Monday. Some exclusions apply. See your sales representative for details.

## SPECIAL ADVERTISING PACKAGES

Ask your Recruitment Advertising Specialist about our discounted print & online packages, including:

Career Event Packages  
Hourly Non-Exempt Packages

## CAREER FAIRS

In 2010 The Inquirer, Daily News, philly.com and Monster.com will offer our employers:

- ◆ PROVEN career fairs and networking events with a highly diverse attendance of active and passive job candidates in all areas of employment: Nursing, Allied Healthcare, High Tech, Engineering, Sales, Accounting, Customer Service, Education, etc.
- ◆ PROVEN career events with a highly diverse attendance of active and passive job candidates from all levels of experience, from entry level to professional and everything in between
- ◆ Career events that attract an audience of job candidates of which 61% have a four year degree, 55% earn at least \$40k and 85% have at least 3 years work experience
- ◆ Career fairs that are very heavily promoted with an eight week advertising campaign including The Inquirer, Daily News, philly.com, Monster.com and candidate email, giving you access to thousands of professionals in the Philadelphia market
- ◆ Your choice of economical career events packages based on your recruiting needs. Packages include a multimedia mix of recruitment vehicles: The Inquirer, Daily News, Monster.com, online videos and the career fair itself, and more depending on your level of participation

Please visit [philly.com/careerfairs](http://philly.com/careerfairs) for our 2010 Career Events schedule and for continuous update for all these exciting events.

# Classified Recruitment Rates

Effective January 1, 2010

## ROP DISPLAY STAND ALONE PACKAGES

### DISPLAY STAND ALONE PACKAGE OPTIONS\*

	Inquirer M-S (FR)	Daily News M-S (FR)	Inquirer Sun (PA)	Inquirer Sun (NJ)	Inquirer Daily (PA)	Inquirer Daily (NJ)
Small	\$2,000.00	\$825.00	\$1,075.00	\$675.00	\$825.00	\$575.00
Medium	\$2,605.00	\$975.00	\$1,375.00	\$775.00	\$1,025.00	\$675.00
Eighth	\$3,600.00	\$1,275.00	\$1,825.00	\$975.00	\$1,325.00	\$825.00
Quarter	\$4,900.00	\$1,625.00	\$2,425.00	\$1,225.00	\$1,725.00	\$1,025.00
Half	\$6,225.00	N/A	\$2,925.00	\$1,475.00	\$2,025.00	\$1,150.00
Full	\$8,225.00	\$2,575.00	\$3,825.00	\$1,875.00	\$2,625.00	\$1,475.00

\*Includes 30 Day posting on monster.com

### ROP ADD-ON OPTIONS (FROM SUNDAY INQUIRER JOBS SECTION)

Applies to ads repeated from Sunday Inquirer JOBS Section.

	Inquirer M-S (FR)	Daily News M-S (FR)	Inquirer Sun (PA)	Inquirer Sun (NJ)	Inquirer Daily (PA)	Inquirer Daily (NJ)
Small	\$1256.00	\$375.00	\$675.00	\$315.00	\$450.00	\$225.00
Medium	\$1,710.00	\$488.00	\$945.00	\$405.00	\$630.00	\$315.00
Quarter	\$3,431.00	\$975.00	\$1,890.00	\$810.00	\$1,260.00	\$630.00
Half	\$4,425.00	N/A	\$2,340.00	\$1,035.00	\$1,530.00	\$765.00
Full	\$5,925.00	\$1,688.00	\$3,150.00	\$1,395.00	\$2,070.00	\$1,035.00

## COLOR RATES

Color is sold based upon availability; rates are non-commissionable.

### JOBS Display Packages

	Process	Spot
Small	\$1,000	\$800
Medium	\$1,000	\$800
Quarter	\$1,500	\$1,200
Half	\$1,800	\$1,200
Full	\$2,000	\$1,200

### Daily Add-On (FR)

	Inquirer Process	Inquirer Spot	Daily News Process	Daily News Spot
Small	\$800	\$600	\$400	\$300
Medium	\$800	\$600	\$400	\$300
Large	\$800	\$600	\$400	\$300
Quarter	\$1,000	\$800	\$850	\$650
Half	\$1,000	\$800	\$850	\$650
Full	\$1,000	\$800	\$850	\$650

### Sun & Daily Add-On PR

	Inquirer Process PA/NJ	Inquirer Spot PA/NJ
Small	\$500	\$400
Medium	\$500	\$400
Large	\$500	\$400
Quarter	\$1,000	\$800
Half	\$1,000	\$800
Full	\$1,000	\$800

# Classified Recruitment Rates

Effective January 1, 2010

## MONSTER.COM RATES

### JOB POSTINGS

All print ads are combined with a Monster.com 30-day job posting at the following rates:

	With Print Ad
30-day Posting	\$325
30-day Video	\$180

### 60 Day Job Postings

All 60-day postings can be purchased either with a print ad or online-only at the following rates:

	Jobs Anywhere	Tier 2	Tier 3	Tier 4
1 Job Posting	\$475	\$425	\$325	\$275
2 Job Postings	\$400	\$375	\$300	\$250
3 Job Postings	\$375	\$350	\$280	\$230
4 Job Postings	\$350	\$325	\$260	\$220
5 to 9 Job Postings	\$320	\$300	\$240	\$210
10 to 24 Job Postings	\$265	\$250	\$220	\$190
25 to 49 Job Postings	\$200	\$200	\$200	\$170
50 to 99 Job Postings	\$165	\$165	\$165	\$165
100 to 249 Job Postings	\$135	\$135	\$135	\$135

To purchase 250 or more job postings, please see your Recruitment Advertising Specialist.

### Job Bolding

Price Per Job	
1 to 99 Jobs	\$30.30
100-249 Jobs	\$20.20

### Resume Database

Access Monster.com's National or Local database of job seekers. Costs are based on one user. For multiple-user costs, please see your Recruitment Advertising Specialist.

	100- Mile Radius	National
2 Weeks	\$670	\$1,004
1 Month	\$1,133	\$1,854
3 Months	\$3,090	\$4,120
6 Months	\$5,150	\$6,695
Annual	\$7,210	\$10,295

### Top Jobs Videos on Philly.com

See your print ad come to life in a 30 second video with professional voice-over.

30-Day Video	\$180
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### Monster Company Profile

Your profile includes a logo company information, goals, mission, environment, and more. It will link to all your company's job postings on Monster.com.

Annual Price	\$505
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### Monster Company Profile Plus

Enjoy all the benefits that are included in the Monster Profile! Profile Plus adds a button logo and a text listing of your company on the research company page and a link to your company website from your company profile.

Annual Price	\$2,525
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# Classified Recruitment Rates

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## 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. If artwork is to be drawn, a charge of \$70.00 per hour will apply with a half-hour minimum.
- Our Marketing/Research department, 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, tearsheets, etc. A schedule of prices for these services is available from your Inquirer/ Daily News representative.
- The Philadelphia Inquirer or Daily News affidavits will be available for a fee of \$25 per affidavit.
- The one-time charge of \$50 applies to the preparation (digitizing) of camera ready logos for the use in the lifeface classification advertising.
- There is a \$225.00 charge for the use of confidential Box Numbers, regardless of whether replies are mailed or picked up. Contact your sales representative about our Voice Mail Response System, our confidential telephone answering system.

## SPECIAL DAYS/PAGES/FEATURES

Contact your Inquirer/Daily News Classified sales representative for the calendar of special advertising features.

## CONTRACT & COPY REGULATIONS

See page 2 - General Rate Policy #4

## CLASSIFIED DEADLINES

### Display Ads

Sunday Issue: 3 p.m. Friday.

For proof service, add 6 days to preceding deadline. 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.

### Lifeface Ads

Sunday Issue: 3 p.m., Friday.

### Cancellation Deadlines

Same as copy deadlines.

Special Category Deadlines

Consult your Inquirer or Daily News sales representative.

## MECHANICAL MEASUREMENT

### Classified Display Measurements

#### ROP Inquirer Measurements

Column	Points	Inches
1	124.5	1.729
2	256.2	3.558
3	387.9	5.388
4	519.6	7.217
5	651.3	9.046
6	783	10.875
Gutter	7.2	0.100
Doubletruck	1647	22.875

#### ROP Daily News Measurements

Column	Points	Inches
1	138	1.917
2	287	3.986
3	436	6.056
4	585	8.125
5	734	10.194
Gutter	11	0.153
Doubletruck	1534	21.306

### 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.

# Classified Recruitment Rates

Effective January 1, 2010

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

## AP ADSEND

An electronic delivery service is offered by the Associated Press. 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.

## SPECIAL CLASSIFICATION/RATES

Consult your Inquirer/Daily News sales representative for information about Inquirer or Daily News full run or Inquirer part run opportunities.

## CLASSIFIED RATES

General classified rates are shown throughout this rate book. For automotive, employment and real estate classified advertising, see separate rate books.

## COLOR COMIC RATES

Please see Retail Advertising Rate Book, or consult your Inquirer/Daily News Classified sales representative, or contact Jerry Fuhrmeister at 215-854-5881.

## CIRCULATION

*Inquirer -Established 1829*      *Daily News -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 Report, March 2009