

RETAIL FULL RUN RATES

Effective January 1, 2009



The Philadelphia Inquirer

philly.com



MyCommunity**TREND**

Retail Full Run Rates

Effective January 1, 2009

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INFORMATION

Affiliations

The Advertising Checking Bureau, Inc.
Ad Send (Address to: PAPHQ - Inquirer; PAPHN - Daily News)

Materials/Orders/Changes — Forwarding Addresses

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

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

New Jersey Advertising
53 Haddonfield Road
Suite 300
Cherry Hill, NJ 08002

West Chester Advertising
1157 Phoenixville Pike
West Chester, PA 19380

Bucks County Advertising
219 Rittenhouse Circle
Suite B
Bristol, PA 19007

Conshohocken Advertising
800 River Road
Conshohocken, PA 19428

PERSONNEL

Brian P. Tierney	(215) 854-4600
<i>Publisher and CEO</i>	
Mark Frisby	(215) 854-5967
<i>Executive Vice President; Publisher, Philadelphia Daily News</i>	
William Marimow	(215) 854-4141
<i>Editor, The Philadelphia Inquirer; Executive Vice President</i>	
Michael Days	(215) 854-5984
<i>Editor, Philadelphia Daily News; Executive Vice President</i>	
Howard Griffin	(215) 575-6470
<i>VP, National Advertising</i> hgriffin@phillynews.com	
Anthony F. Cuffie	(215) 854-5542
<i>VP, Regional Retail</i> tcuffie@phillynews.com	
Tom Geonnotti	(215) 854-5560
<i>VP, Regional Advertising</i> tgeonnotti@phillynews.com	
Ron Adams	(215) 575-6413
<i>Director, National Advertising</i> radams@phillynews.com	
Perry Corsetti	(215) 854-5881
<i>Director, Customer Relations</i> pcorsetti@phillynews.com	
Sherry Phillips	(610)-292-6015
<i>Managing Director, "I" Magazine</i> sphillips@phillynews.com	
Dave Baldwin	(215) 854-2895
<i>Sales Manager,</i> dbaldwin@phillynews.com <i>Local Retail and Special Sections</i>	
Tarik Ghee	(215) 854-6107
<i>Sales Manager, Retail Advertising</i> tghee@phillynews.com	
Cori Anne Natoli	(215) 854-4877
<i>Sales Manager, Daily News Advertising</i> cnatoli@phillynews.com	

DEPARTMENT INFORMATION

Retail Advertising	(215) 854-5450
Local Retail/Customer Relations	(215) 854-4788
New Jersey Advertising	(856) 779-3823
New Jersey Fax	(856) 779-3872
Bucks County Advertising	(267) 545-7381
Bucks County Fax	(267) 545-7382
Montgomery County/Mainline Advertising	(610) 292-6107
Conshohocken Fax	(610) 292-6151
West Chester Advertising	(610) 696-1321
West Chester Fax	(610) 696-4685

REPRESENTATIVES

Represented nationally by Newspapers First. (For non-retail accounts)

Retail Full Run Rates

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COMMISSION / TERMS OF PAYMENT

All retail rates are net (non-commissionable) unless otherwise indicated. 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 or 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.

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).

Late Copy Policy

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.

No copy changes or material changes will be made by our Production Department after our published deadlines. In addition, advertiser will be charged at the full rate for the copy originally ordered.

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" linage 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.

Retail Full Run Rates

Effective January 1, 2009

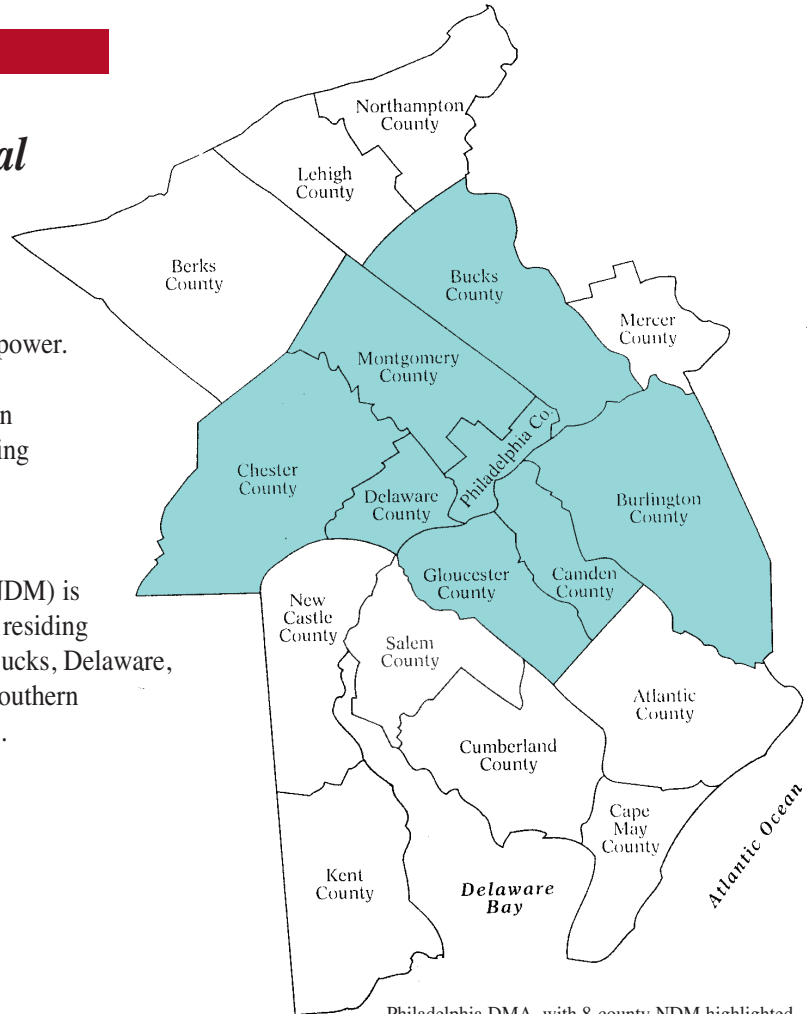
THE PHILADELPHIA MARKET

Make Philadelphia an Essential Part of Your Advertising Buy.

Philadelphia is a unique and powerful market not to be overlooked, ranking sixth in the nation in population, households and total consumer buying power.

Philadelphia's Designated Market Area (DMA) is an 18-county region with over 5.9 million adults residing in eight Pennsylvania counties, eight New Jersey counties and two counties in Delaware.

The Philadelphia Newspaper Designated Market (NDM) is an eight-county region with over 3.9 million adults residing in five counties in Pennsylvania — Montgomery, Bucks, Delaware, Chester and Philadelphia — and three counties in southern New Jersey — Camden, Gloucester and Burlington.



Philadelphia DMA, with 8-county NDM highlighted

WITHIN THE EIGHT-COUNTY NDM

Retail

- 3.7 million (95%) adults in the market shopped at a department store in the past three months
- 3.5 million (90%) adults in the market shopped at a mall or shopping center in the past three months
- 3.3 million (85%) adults in the market shopped at a clothing store in the past three months

Restaurants

- 3.7 million (95%) adults in the market went to a restaurant in the past thirty days
- 3.1 million (81%) adults in the market went to a sit-down restaurant three or more times in the past thirty days

Electronics

- 2.8 million (73%) adults in the market own a computer
- 2.2 million (58%) adults in the market shopped at an audio/video store in the past twelve months
- 1 million (27%) adults in the market bought a television in the past twelve months

Education

- 1.1 million (28%) adults in the market graduated from college or more (post graduate)
- 489,100 (12%) adults in the market have worked to continue their education in the past twelve months
- 1.2 million (30%) adults in the market attended a special/technical/vocational school

Home Improvement

- 893,200 (23%) adults in the market had their home landscaped in the past twelve months
- 2.3 million (58%) adults in the market did some type of home improvement in the past twelve months

Healthcare

- 871,500 (22%) adults in the market belong to a health/exercise club
- 3.3 million (85%) adults in the market visited a medical specialist in the past twelve months

Source: Scarborough Research, 2008, Release 2

Published by Philadelphia Newspapers, LLC
400 North Broad Street
Philadelphia, PA 19130

The Philadelphia Inquirer

philly.com  MyCommunityTREND

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ROP/BLACK & WHITE RATES

\$ Level	Inquirer			Daily News			Daily Mag	
	Mon-Wed & Sat	Thurs & Fri	Sun	Mon-Thurs	Fri	Sat	Inquirer	Daily News
Open Rate	\$242	\$259	\$384	\$69	\$73	\$48	\$93	\$55
\$1,000	\$234	\$251	\$363	\$67	\$71	\$46	\$85	\$50
\$2,500	\$227	\$244	\$345	\$66	\$70	\$45	\$81	\$48
\$5,000	\$219	\$236	\$327	\$64	\$68	\$43	\$75	\$45
\$10,000	\$213	\$230	\$318	\$61	\$66	\$42	\$73	\$43
\$20,000	\$207	\$221	\$308	\$60	\$64	\$41	\$71	\$42
\$35,000	\$201	\$215	\$303	\$58	\$61	\$40	\$70	\$41
\$50,000	\$197	\$211	\$294	\$57	\$60	\$39	\$69	\$41
\$75,000	\$193	\$207	\$292	\$56	\$59	\$38	\$69	\$40
\$100,000	\$192	\$206	\$291	\$56	\$59	\$38	\$68	\$40
\$150,000	\$191	\$205	\$289	\$55	\$58	\$38	\$67	\$40
\$200,000	\$191	\$205	\$288	\$55	\$58	\$38	\$67	\$39
\$250,000	\$190	\$203	\$287	\$55	\$58	\$38	\$67	\$39
\$300,000	\$189	\$202	\$285	\$55	\$58	\$38	\$66	\$39
\$350,000	\$188	\$201	\$284	\$54	\$57	\$37	\$66	\$38
\$400,000	\$186	\$200	\$283	\$54	\$57	\$37	\$66	\$38
\$450,000	\$185	\$199	\$281	\$54	\$57	\$37	\$66	\$37
\$500,000	\$184	\$198	\$279	\$54	\$57	\$37	\$65	\$37
\$600,000	\$183	\$197	\$278	\$53	\$56	\$37	\$65	\$37
\$700,000	\$183	\$196	\$276	\$53	\$56	\$37	\$65	\$36
\$800,000	\$182	\$195	\$274	\$53	\$56	\$36	\$64	\$36
\$900,000	\$181	\$194	\$273	\$53	\$56	\$36	\$64	\$36
\$1,000,000	\$180	\$193	\$272	\$52	\$54	\$36	\$64	\$36

Repeat Rates

- 2nd ad repeats at a 40% discount
- 3rd-4th ads repeat at a 60% discount
- 5th-6th ads repeat at a 70% discount

- Ads that repeat from Daily Inq Mag or Daily News YO! receive a 10% discount.

Combination Rates

- Ads that run in both The Inquirer & Daily News receive a 15% combination discount.

ROP Full Run Repeat Rate Regulations:

- Advertisements that run **multiple times in the same major product** (Inquirer or Daily News) will receive a percentage discount.
- Multiple advertisements will be counted if run within a seven-day period.
- The same ad copy and same size ad must be used to qualify for repeat rates.
- All insertions at repeat rates must be scheduled within seven days.

The Daily News does not publish on the following holidays:

New Year's Day	Labor Day
Memorial Day	Thanksgiving Day
Independence Day	Christmas Day

Advocacy Advertising

The open General rate applies to all advertising whose content reflects an issue position and the desire to influence public opinion. The open General rate applies to all PN products and services.

ROP Full Run Combination Rate Regulations:

- The same ad copy and same size ad must be used to qualify for combination rates.
- In consideration of page size, Daily News combination rates will apply when the copy is the same as The Inquirer ad and the DN ad is at least 50% of The Inquirer ad size.
- Repeat combination ads receive AN ADDITIONAL 40% discount on the 2nd combination insertion and a 60% discount on the 3rd-4th combination insertion, and a 70% discount on the 5th-6th combination insertion.
- Repeats and combinations placed with Sunday ads may precede or follow the Sunday insertion.
- To allow for the difference in page sizes, Daily News combination rates will apply when the copy is the same as The Inquirer and the Daily News ad is at least 50% of The Inquirer ad size.

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COLOR RATES

\$ Level	Main News				Daily Magazine/DN YO					
	Daily Inquirer		Sunday Inquirer		Daily News		Daily Inquirer		Daily News	
	Spot	Process	Spot	Process	Spot	Process	Spot	Process	Spot	Process
Open Rate	\$4,596	\$6,239	\$6,895	\$9,355	\$979	\$1,224	\$1,904	\$2,771	\$694	\$1,009
\$1,000	\$4,596	\$6,239	\$6,895	\$9,355	\$979	\$1,224	\$1,904	\$2,771	\$694	\$1,009
\$2,500	\$4,363	\$5,927	\$6,551	\$8,886	\$930	\$1,163	\$1,904	\$2,771	\$694	\$1,009
\$5,000	\$4,363	\$5,927	\$6,551	\$8,886	\$930	\$1,163	\$1,904	\$2,771	\$694	\$1,009
\$10,000	\$3,939	\$5,580	\$5,909	\$8,372	\$763	\$1,023	\$1,904	\$2,771	\$694	\$1,009
\$20,000	\$3,939	\$5,580	\$5,909	\$8,372	\$763	\$1,023	\$1,904	\$2,771	\$694	\$1,009
\$35,000	\$3,612	\$5,252	\$5,417	\$7,876	\$625	\$901	\$1,904	\$2,771	\$694	\$1,009
\$50,000	\$3,612	\$5,252	\$5,417	\$7,876	\$625	\$901	\$1,904	\$2,771	\$694	\$1,009
\$75,000	\$3,612	\$5,252	\$5,417	\$7,876	\$625	\$901	\$1,904	\$2,771	\$694	\$1,009
\$100,000	\$3,183	\$4,627	\$4,772	\$6,939	\$576	\$793	\$1,904	\$2,771	\$694	\$1,009
\$150,000	\$3,183	\$4,627	\$4,772	\$6,939	\$576	\$793	\$1,904	\$2,771	\$694	\$1,009
\$200,000	\$3,183	\$4,627	\$4,772	\$6,939	\$576	\$793	\$1,904	\$2,771	\$694	\$1,009
\$250,000	\$2,708	\$3,939	\$4,061	\$5,909	\$576	\$753	\$1,904	\$2,771	\$694	\$1,009
\$300,000	\$2,708	\$3,939	\$4,061	\$5,909	\$576	\$753	\$1,904	\$2,771	\$694	\$1,009
\$350,000	\$2,423	\$3,523	\$3,635	\$5,286	\$576	\$715	\$1,904	\$2,771	\$694	\$1,009
\$400,000	\$2,423	\$3,523	\$3,635	\$5,286	\$576	\$715	\$1,904	\$2,771	\$694	\$1,009
\$450,000	\$2,199	\$3,201	\$3,301	\$4,803	\$576	\$679	\$1,904	\$2,771	\$694	\$1,009
\$500,000	\$2,199	\$3,201	\$3,301	\$4,803	\$576	\$679	\$1,904	\$2,771	\$694	\$1,009
\$600,000	\$1,977	\$2,872	\$2,961	\$4,309	\$576	\$646	\$1,904	\$2,771	\$694	\$1,009
\$700,000	\$1,977	\$2,872	\$2,961	\$4,309	\$576	\$646	\$1,904	\$2,771	\$694	\$1,009
\$800,000	\$1,977	\$2,872	\$2,961	\$4,309	\$576	\$646	\$1,904	\$2,771	\$694	\$1,009
\$900,000	\$1,977	\$2,872	\$2,961	\$4,309	\$576	\$646	\$1,904	\$2,771	\$694	\$1,009
\$1,000,000	\$1,977	\$2,872	\$2,961	\$4,309	\$576	\$646	\$1,904	\$2,771	\$694	\$1,009

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, www.snapquality.com) or our Production Specifications available from your sales representative, or on our web site 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/>.

ADSEND

An electronic delivery service is offered by AdSEND.
AdSEND accepts PDF files only. Go to www.adsend.com for information.

ADTRANSIT

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

FASTCHANNEL

Lets you send your ads over the Internet. FastChannel accepts PDF files only. Go to www.fastchannel.com to upload your advertising files.

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PREPRINTED INSERT RATES

See Inquirer/Daily News Preprint Advertising Rate Card.

SPECIAL DAYS/PAGES/FEATURES

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

GROUP COMBINATION RATES

Does not apply.

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 9.75 inches deep must occupy and will be billed full column depth of 10.875 inches. Copy will be centered in space.

PART RUN RATES

See Inquirer/Daily News Retail Part Run Advertising Rate Card.

Unique ad shapes now available. See your ad rep for details.

SPLIT RUN ADVERTISING

Does not apply.

CONTRACT & COPY REGULATIONS

See page 2 - Retail Rate Policy

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 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 \$25 each.

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CLOSING TIMES

DAILY EDITIONS

INSERTION DAY	SPACE RESERVATION DEADLINE	TYPE REQUIRED DEADLINE	DIGITAL AD DEADLINE	COPY & ART DUE**	Proof Service*	
					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 six 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 your ad rep for details.

SUNDAY EDITIONS

INSERTION DAY	SPACE RESERVATION DEADLINE	TYPE REQUIRED DEADLINE	DIGITAL AD DEADLINE	COPY & ART DUE**	Proof Service*	
					PROOF TO ADVERTISER	RELEASE PROOF DUE
Travel	Thursday 5 p.m. (10 days prior)	Friday 5 p.m. (9 days prior)	Friday 5 p.m. (9 days prior)	5 p.m. Tuesday proceeding (12 days prior)	Thursday (10 days prior)	Friday NOON (9 days prior)
Entertainment, Books Main News,	Wednesday 5 p.m.	Wednesday 5 p.m.	Thursday 7 p.m.	5 p.m. Monday prior	Thursday a.m.	Thursday 5 p.m.
Sports, Business TV Week	Wednesday 5 p.m. Thurs 5 p.m. (17 days prior)	Thursday 5 p.m. Fri 5 p.m. (16 days prior)	Friday Noon Fri 5p.m. (16 days prior)	Tuesday 5 p.m.	Friday a.m.	Friday Noon

* 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.**

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"	
Double Truck	22.875"	21.306"

*Inquirer only.

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.

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

Full Page Sizes

Inquirer — 10.875" x 21"

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

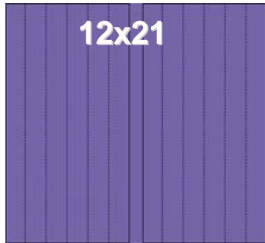
See page 7, Section 12, for more information regarding display ad depth requirements.

Line Screen: 100

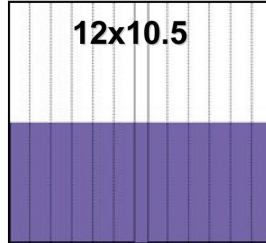
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Effective January 1, 2009

MODULAR ROP AD SIZES - BROADSHEET



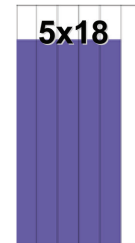
12x21
Double Page Spread
22.875"x21"



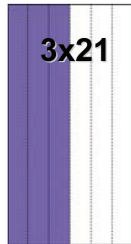
12x10.5
1/2 Double Page Spread
22.875"x10.5"



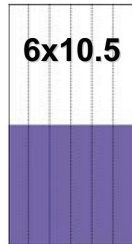
6x21
Full Page
10.875"x21"



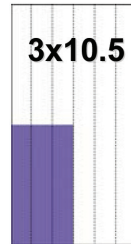
5x18
5/7 Page
9.046"x18"



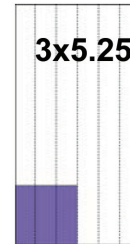
3x21
1/2 Page Vert
5.388"x21"



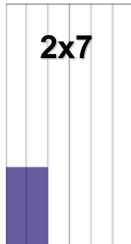
6x10.5
1/2 Page Horiz
10.875"x10.5"



3x10.5
1/4 Page
5.388"x10.5"



3x5.25
1/8 Page
5.388"x5.25"



2x7
1/9 Page
3.558"x7"



2x4
1/16 Page
3.558"x4"



6x3
3-inch Strip
10.875"x3"



6x2
2-inch Strip
10.875"x2"

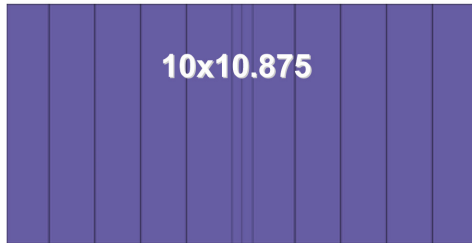


6x1
1-inch Strip
10.875"x1"

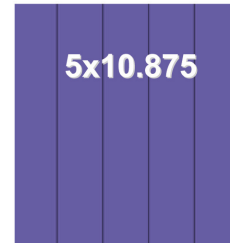
Retail Full Run Rates

Effective January 1, 2009

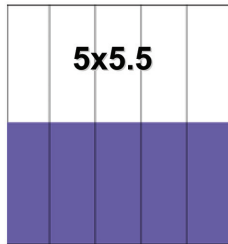
MODULAR ROP AD SIZES - TAB



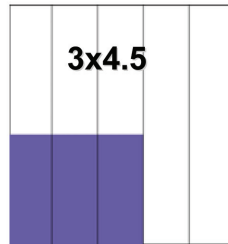
Double Page Spread
21.306"x10.875"



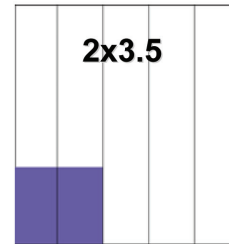
Full Page
10.194"x10.875"



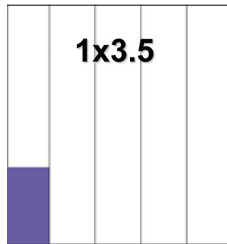
Half Page
10.194"x5.5"



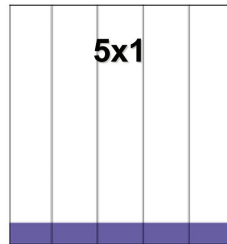
1/4 Page
6.056"x4.5"



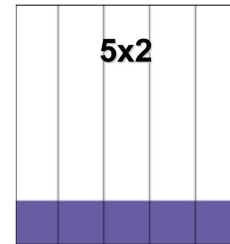
1/8 Page
3.986"x3.5"



1/16 Page
1.917"x3.5"



1-inch Strip
10.194"x1"



2-inch Strip
10.194"x2"

Retail Full Run Rates

Effective January 1, 2009

PREMIUM POSITIONS

INQUIRER

Position	Days/Available Sizes/Notes	Premium
Page A3	Sundays through Saturdays 6 x 10.5" and 2 x 10.5" or two 2 x 5.25" ads and two 3 x 10.5" ads	25%
Page A4	Sundays through Saturdays 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%
Financial Stock "Peninsula"	Tuesdays through Friday & Sundays 6x2"	25%
"Island"	Tueadays throught Fridays & Sundays, Various Sizes 3x7"-3x11"	25%
Section Front "Strip" Ad	Monday through Sunday 6 x 3", 6 x 2", 6 x 1". Business, Sports, Local Magazine, Travel & other designated sections. Contact your Inquirer sales representative for details.	25%
Sports Page 3	Maximum Ad size is 63" Maximum columns: 4	20%
Home & Design Section Page 3 & Back Page	Friday only, page 3 or back page of section, up to a full page	20%
Unique Shapes	Includes the stairstep, the U, the pyramid, the bookends, the L, among others.	25%

DAILY NEWS

Position	Days/Available Sizes/Notes	Premium
Page 2	Mondays through Fridays-3 x 10.875"	10%
Page 3	Mondays through Fridays-5x2" strip	25%
Page 7	Mondays through Fridays-3 x 10.875"	10%
Sports Scoreboard Page "Peninsula"	Mondays through Fridays 3 x 6"	25%
Sports Page 2 (inside back)	Mondays through Fridays 3 x 10.875"	20%
Sports Page 6 (6 in from back)	Mondays through Fridays 5 x 10.875" (full page) Contact your Inquirer sales	10%

SPECIAL CLASSIFICATION RATES

See separate Inquirer/Daily News Classification Rate sheets for the following categories:

- ◆ Education
- ◆ Entertainment
- ◆ Sunday Color Comics
- ◆ TV Week
- ◆ Financial
- ◆ Automotive
- ◆ Tires
- ◆ Transportation

READERSHIP & ONLINE AUDIENCE

Readership (Avg. Issue)	Daily	Sunday
The Philadelphia Inquirer	827,884	1,495,183
Philadelphia Daily News	445,338	

Source: Scarborough Research, 2008 Release 2

Online Audience

Monthly Local Unique Visitors - 4.1 million

Average Monthly National Unique Visitors - 1.6 million

Average Monthly Page Views served - over 42 million

(Source: Omniture 2008)



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philly.com



MyCommunity**TREND**

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