

PRINT SPECIFICATIONS

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CONTACT INFORMATION

TERMS OF PAYMENT

THE PHILADELPHIA INQUIRER / THE DAILY NEWS

Published by Philadelphia Media Network (PMN)
801 Market Street, Suite 300, Philadelphia, PA 19107
215-854-5450

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

U.S. POSTAL SERVICE MAIL AND PACKAGES

The Philadelphia Inquirer/The Philadelphia Daily News
P.O. Box 8263, Philadelphia, PA 19107
Attn: General Advertising Department

SPECIAL CARRIER MAIL AND PACKAGES

The Philadelphia Inquirer/The Philadelphia Daily News
801 Market Street, Suite 300, Philadelphia, PA 19107
Special Carrier mail and packages will be accepted by front security desk from 8am to 5pm Monday through Friday

GENERAL AND RETAIL ADVERTISING INFORMATION

Please call 215-854-5200 or fax 610-292-6151
inquirersolutions@inquirer.com

TONY CUFFIE, VICE PRESIDENT, LABOR/STRATEGY & ADVERTISING OPERATIONS

tcuffie@inquirer.com • 215-854-5542

ALL RATES ARE NET / TERMS OF PAYMENT

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

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

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

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

POLICY

APPROVAL

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

COPYRIGHT

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

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

General rates apply to the display advertising of advertising agencies, associations, stock brokers and other financial services. Road shows, lectures, seminars, circus, concerts, hotel showroom sales and other applicable advertising of a transient nature is charged at the open general rate, full or part run.

All local political advertising, full and part run, is charged at the \$1,000,000 level. A contract is not required. All ads must be labeled "Paid Political Advertisement" and comply with current state and federal regulations.

Public service rates may apply to non-profit agencies. Non-profit applies to approved organizations making a direct appeal for funds, volunteers, and/or donations. Organizations must be approved and have a 501(c)(3) charity status to qualify. PMN 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

PMN 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.

LIABILITY AND ERROR ALLOWANCES

The advertiser and/or advertising agency assumes liability for all content (including, but not limited to, text and illustrations) of advertisements published, and also assumes responsibility for payment of all costs, expenses (including attorney's fees), liabilities and damages arising therefrom against PMN.

PMN will not be liable for failure to publish any advertising for any reason including, but not limited to, strikes, labor disputes, government action, acts of God, war, fire, riots, breakdown of equipment, or any other circumstances. Under no circumstances will PMN be liable for consequential damages of any kind (including actual or consequential damages) or for errors of any kind in an advertisement, including those errors caused by it, except for the cost of the space occupied by the error.

Claims for error allowances must be made within 15 days after the advertisement's insertion and will be granted on the basis of the first insertion only.

Any claims or other legal action brought against PMN by the advertiser or the advertising agency shall be brought only in the United States Court for the Eastern District of Pennsylvania or the Philadelphia County Court of Common Pleas. Pennsylvania law shall govern.

Advertiser agrees to indemnify, defend and hold harmless PMN, together with PMN's affiliates, and their respective owners, partners, members, directors, officers, employees, agents and assigns (each, an "PMN Party"), from and against any and all damages, claims, demands and expenses (including but not limited to attorneys fees) brought against or incurred by any PMN Party arising out of or in connection with the publication of Advertiser's advertising by or through PMN and/or its publications.

POLICY, CONTINUED

DISCLOSURE

Any references to PMN shall be construed as Philadelphia Media Network, LLC, which does business under the name PMN.

AGENCY AND ADVERTISER ORDERS

Advertisements that bear resemblance to news or editorial matter must be labeled as "Advertisement" above every other column and text to be set in sans serif font. Any orders received that contain rates different from the current published rates will be considered clerical errors. Due to the daily volume of advertising, we are unable to notify you of rate differences before your advertisement is published. All orders, cancellations and corrections must be provided in writing. Disclaimer of liability clauses in orders or contracts from advertisers or advertising agencies shall be deemed void.

RATE REVISIONS

We reserve the right to revise advertising rates, terms and policies at any time. Contract advertisers, or their agencies, will be given 30 days' notice in writing of rate revisions. All advertisements scheduled to run on Thanksgiving Day will be billed at the rate applicable to Sunday Editions.

PRINTING MATERIAL

We are not responsible for the return of advertising material unless return delivery instructions and adequate postage are received with the material. Under no circumstances will PMN be liable for damages of any kind (including actual and consequential damages) in the event of damage to such advertising material.

POSITION REQUESTS

You may request positioning on any page; however, all decisions regarding positions remain at our option and are not guaranteed. We cannot acknowledge any claim for an adjustment, a refund, or a reinsertion due to the position in which an advertisement has been published.

CONTRACTS

To be eligible for contract rates, you must sign an advertising agreement prepared by PMN. Other than as specifically described in this rate book, no other discounts or rebates shall apply.

If you use less than the spending level specified in the contract, you will be obliged to pay for the space used, at the rate earned, based on the applicable schedule. If you incur such short rate charges or if PMN reasonably believes you will incur such short rate charges, PMN may bill, at its discretion, its good-faith estimate of the short rate charges on a monthly basis.

We do not back-date contracts beyond a 30-day period. "Rerun" or "make good" 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 PMN.

A transfer includes any change of control in which the shareholders or partners of an advertiser as of the date of the contract no longer exercise control over at least 50.1% of the advertiser, based on stock ownership or otherwise.

Advertisements accepted and printed after a transfer or assignment shall not signify the consent of PMN to the transfer or assignment and shall be billed at the non-contract rates in effect at insertion.

PRINT SPECS

THE PHILADELPHIA INQUIRER

STANDARD BROADSHEET PRINT AD UNITS

SIZE	COLUMNS X INCHES	SPECS
DOUBLE TRUCK SPREAD	13 x 21	21" x 21"
1/2 DOUBLE TRUCK SPREAD	13 x 10.5	21" x 10.5"
FULL PAGE	6 x 21	10" x 21"
1/2 PAGE VERTICAL	3 x 21	4.944" x 21"
1/2 PAGE HORIZONTAL	6 x 10.5	10" x 10.5"
1/4 PAGE	3 x 10.5	4.944" x 10.5"
1/8 PAGE	3 x 5.25	4.944" x 5.25"
1/16 PAGE	2 x 4	3.259" x 4"
1/25 PAGE	2 X 2.5	3.259" X 2.5"
3" STRIP	6 x 3	10" x 3"
2" STRIP	6 x 2	10" x 2"

BOLD = HIGH IMPACT AD

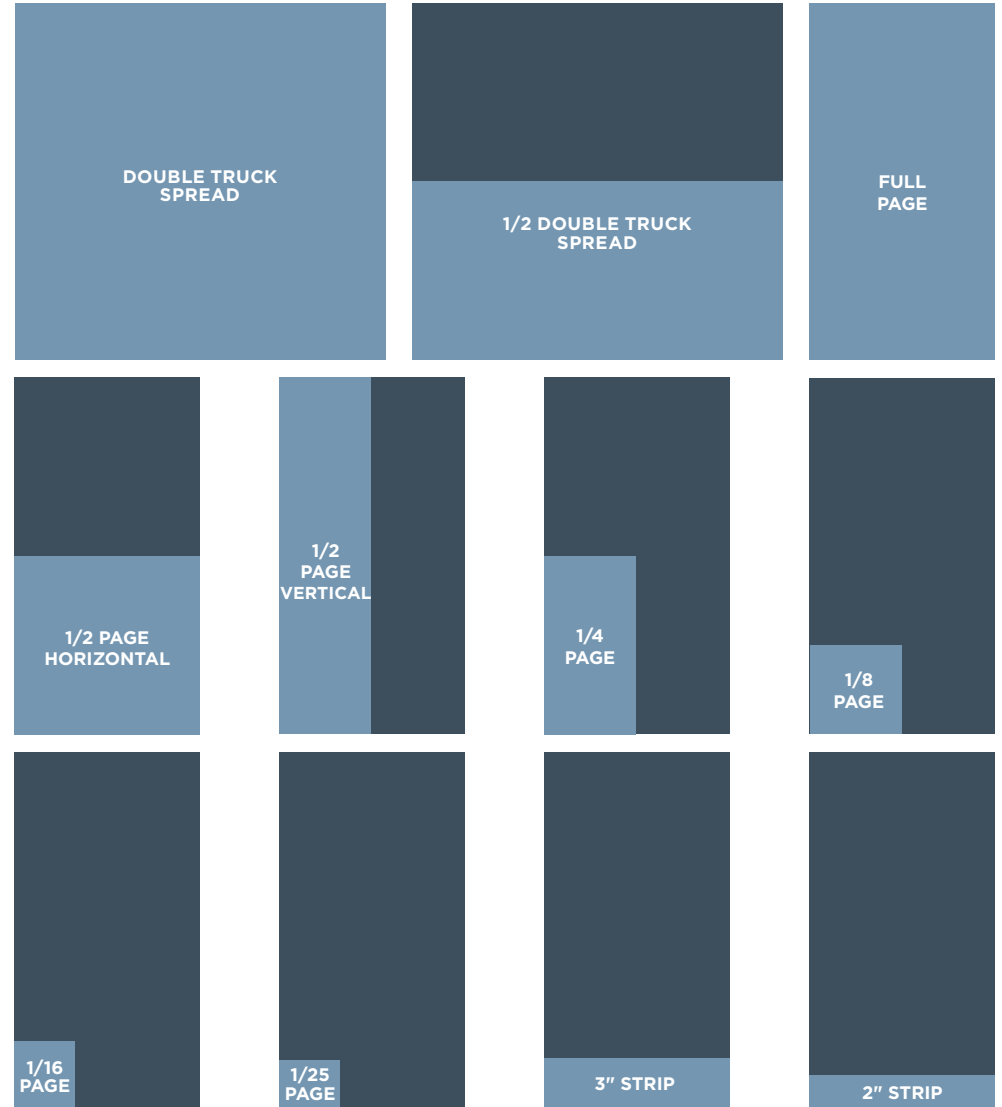
MECHANICALS*

COLUMN	POINTS	INCHES
1	113.33	1.574"
2	234.67	3.259"
3	356	4.944"
4	477.33	6.630"
5	598.67	8.315"
6	720	10"
GUTTER	8	0.111"
DOUBLE TRUCK	1572	21"

PAGE DEPTH

AGATE	POINTS	INCHES
294	1512	21"

* Display Ad Depth Requirements: Copy exceeding 18" deep must occupy and will be billed full column depth of 21". Copy will be centered in space.



PRINT SPECS

THE DAILY NEWS

STANDARD TABLOID PRINT AD UNITS

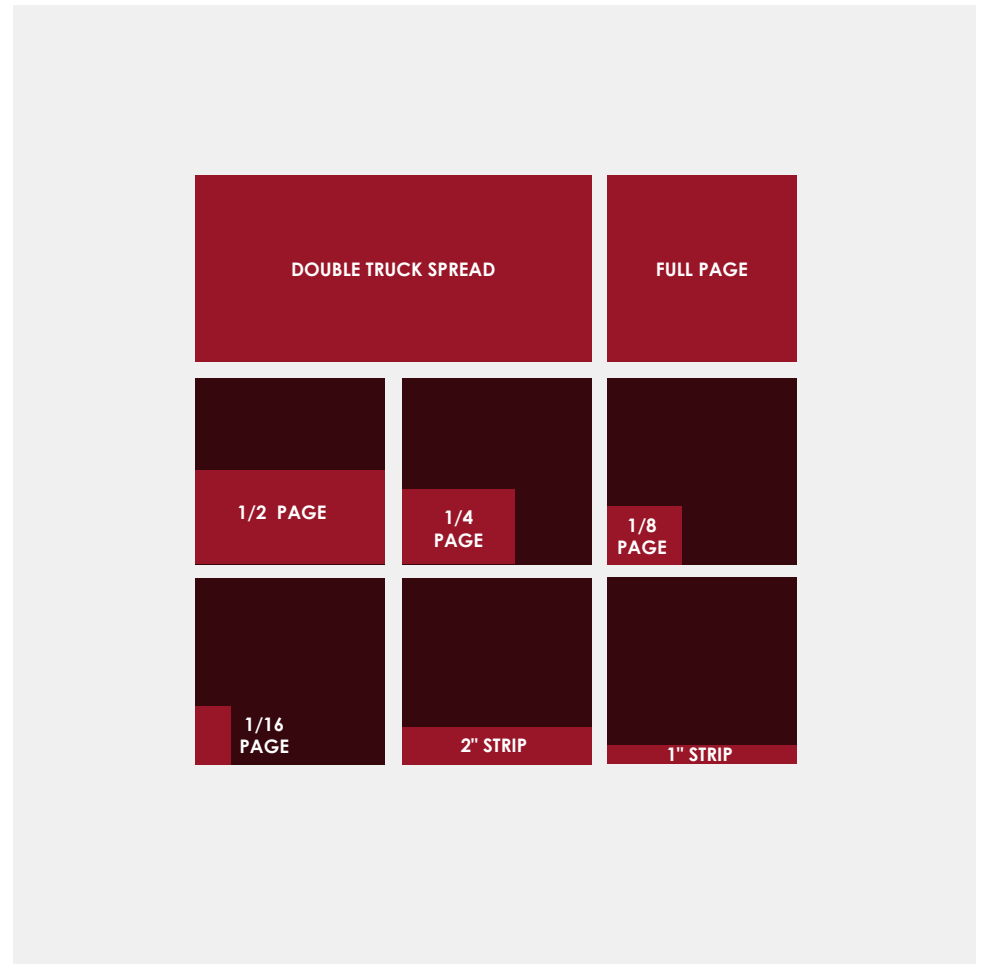
SIZE	COLUMNS X INCHES	SPECS
DOUBLE TRUCK SPREAD	11 x 10	21.306" x 10"
FULL PAGE	5 x 10	10.194" x 10"
1/2 PAGE	5 x 5	10.194" x 5"
1/4 PAGE	3 x 4	6.056" x 4"
1/8 PAGE	2 x 3.125	3.986" x 3.125"
1/16 PAGE	1 x 3.125	1.917" x 3.125"
2" STRIP	5 x 2	10.194" x 2"
1" STRIP	5 x 1	10.194" x 1"

MECHANICALS*

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"
DOUBLE TRUCK	1534	21.306"

PAGE DEPTH		
AGATE	POINTS	INCHES
140	720	10"

* Display Ad Deadline Requirements: Copy exceeding 9" deep must occupy and will be billed full column depth of 10". Copy will be centered in space.



PREPRINTS

PREPRINTS

Philadelphia Media Network offers pre-print distribution in The Philadelphia Inquirer, The Philadelphia Daily News, Shoppers Express and all Broad Street Media publications. Pre-print distribution varies by product and is available by ZIP code and ZIP code clusters in select markets. Quarterly, PMN provides updated estimates of pre-print quantities required for distribution. PMN net preprint rates are based on the cost per thousand (CPM) of the quantity ordered by the advertiser.

The Philadelphia Inquirer: offers pre-print distribution on Tuesday, Thursday, Friday and Sunday.

The Daily News: provides pre-print distribution weekly on Thursday.

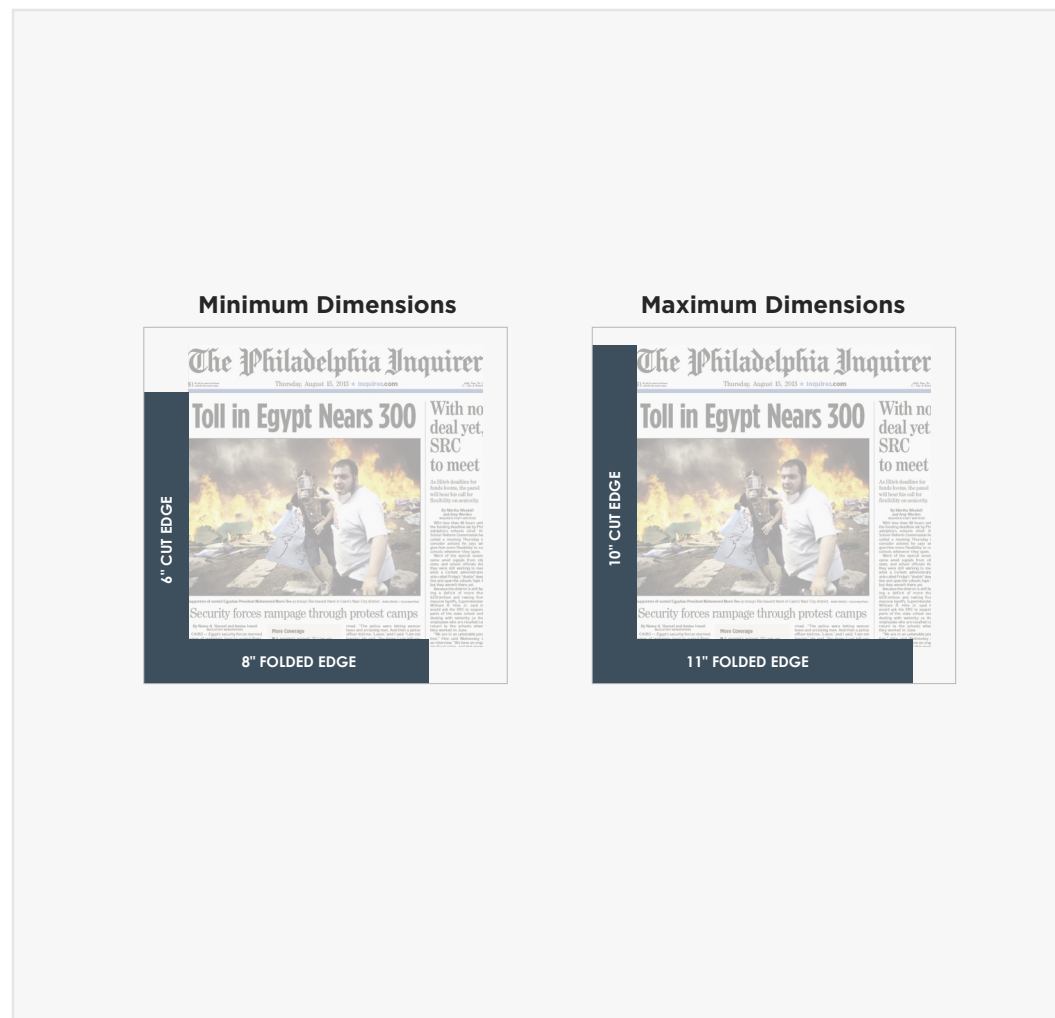
PREPRINT ORDERING & DEADLINES

Deadline for reservations and cancellation is noon, 25 days prior to issue date. Deadline for delivery of pre-prints is no less than 10-days prior to issue date, but no more than 16 days prior. Signed pre-print frequency contracts must be on file with PMN in order for frequency discounts.

PREPRINT SIZES:

Minimum Dimensions: 8" x 6"

Maximum Dimensions: 11" x 10"



PREPRINTS, CONTINUED

We Print Sections (minimum 6-page tabloid or 4-page standard)

Minimum Stock Thickness:	.003"/page
Fold Edge:	minimum 8" width maximum 11" width
Cut Edge:	minimum 6" width maximum 10" width

Single Sheet With Flap Or Four Pages

Minimum Stock Thickness:	.007"/page**
Fold Edge:	minimum 8" width maximum 11" width
Cut Edge:	minimum 6" width maximum 10" width

Single Sheet Cards

Minimum Stock Thickness:	.007"/page**
Minimum Dimensions:	8" x 6"
Maximum Dimensions:	11"x 10"

Envelopes, Consumer Sample Packets, Coupon Packets, Perforated Cards, Die-Cut Preprints, Etc.

All should be submitted for evaluation and testing. A sample quantity of 150 pieces must be furnished for a test run. The advertiser agrees to accept any unanticipated extra costs that may be incurred in handling these special supplements.

Recommended Spoilage: Single Sheet Cards & Multiple Page Preprints

Preprint Thickness:	Daily Inquirer:	Sunday Inquirer:
.003 - .004"	10%	5%
.005"	8%	4%
.006"	5%	3%
.007" or greater	3%	2%

Identification

Individual pallets must carry a corner pallet tag visible from two sides of the pallet. The pallet tag must include the following information:

- Name of newspaper
- Supplement name
- Edition date of insertion
- Total number of supplements shipped
- Number of copies on the pallet
- Total number of pallets in the shipment
- Individual pallet number (e.g. '1' of '10' pallets)
- Total pallet weight
- Pallet tare weight
- Number of copies in each lift
- Name of printer and phone number
- Reserved space for two bar codes in the future
- Multiple versions of the same product will require
- A, B, C, D, etc. identifications

PREPRINTS, CONTINUED

Additional Products/Services

Product Sampling:

Available Sunday home delivery copies

- Polybags
- Front page poppers
- Doorhangers

Materials Delivery Address

PMN
800 River Road (route 23)
Conshohocken, PA 19428

Materials Receiving Department: 610-292-6717

Delivery Hours

Monday through Friday: 6:30am - 1:30pm; 9:30pm - 3:30am

Saturdays: 8am - noon

Sundays: 9:30am - noon

No receiving: 12:00am - 6:00pm on the following holidays:
New Year's Day, Memorial Day, 4th of July,
Labor Day, Thanksgiving, and Christmas.

Packing & Delivery Contact

In the event of any problems pertaining to packing or delivery, the printer or carrier should contact:

Product Scheduling: 610-292-6714 (Mike Flaig) or
610-292-6722 (Buddy Fusco)

When using MapQuest, Google Maps or GPS, use the intersection Swedeland Road and Schuylkill River Road, King of Prussia, PA 19406

SPADEA SPECS

THE PHILADELPHIA INQUIRER

10"
4.944"





21"
20.75"

ibeenahofkayes Reward Yourself Mercedes-Benz



NO BLEED

Front Page Single
4.944" x 20.75" (4-color available)

Outside Back Page Single
10" x 21" (4-color available)

Inside Front Page Single
4.944" x 21" (black & white only)

Inside Back Page Single
10" x 21" deep (black & white only)

16.069"




20.75"

the flower show
April 4th Center City Store

the magic of
macy's
philadelphia



WITH BLEED

Outside Wrap*
16.069" x 20.75" (4-color available)

Inside Wrap*
16.069" x 21" (black & white only)

DISPLAY AD DEADLINES

THE PHILADELPHIA INQUIRER / THE DAILY NEWS

PUBLICATION DAY	PUBLICATION	SECTION	RESERVATION DEADLINES	COPY TO SET DEADLINE	PDF (CR) AD DEADLINE
MONDAY	THE INQUIRER	ROP	FRI. NOON	FRI. 5PM	FRI. 5PM
	DAILY NEWS	ROP	FRI. NOON	FRI. 5PM	FRI. 5PM
TUESDAY	THE INQUIRER	ROP	FRI. 5PM	FRI. 5PM	MON. NOON
	DAILY NEWS	ROP	FRI. 5PM	FRI. 5PM	MON. NOON
WEDNESDAY	THE INQUIRER	ROP	MON. NOON	MON. 5PM	TUES. NOON
	DAILY NEWS	ROP	MON. 5PM	MON. 5PM	TUES. NOON
THURSDAY	THE INQUIRER	FOOD ZONES	MON. 5PM	MON. 5PM	TUES. 5PM
		ROP	TUES. NOON	TUES. 5PM	WED. NOON
	DAILY NEWS	ROP	TUES. 5PM	TUES. 5PM	WED. NOON
FRIDAY	THE INQUIRER	ROP	WED. NOON	WED. 5PM	THURS. NOON
	DAILY NEWS	ROP	WED. 5PM	WED. 5PM	THURS. NOON
SUNDAY*	THE INQUIRER	ENTERTAINMENT	WED. 5PM	WED. 5PM	THURS. 7PM
		BUSINESS	WED. 5PM	WED. 5PM	THURS. 7PM
		HEALTH & SCIENCE	TUE. 5PM	WED. 5PM	THURS. 7PM
		MAIN NEWS	WED. 5PM	THURS. 5PM	FRI. NOON
		TRAVEL	THURS. 5PM 10 DAYS PRIOR	FRI. 5PM 9 DAYS PRIOR	FRI. 5PM 9 DAYS PRIOR
	DAILY NEWS	ROP	THURS. NOON	THURS. 5PM	FRI. NOON

*Plus Thanksgiving

PRODUCT SPECIFICATIONS

Production Specifications

The Philadelphia Inquirer and The Philadelphia Daily News print on offset presses.

Ad Materials

Electronic ad material for black and white and color ads are encouraged. The Philadelphia Inquirer and The Philadelphia Daily News require PDF/XIA files — the industry standard for electronic ad submission.

Type: Minimum 8-point sans serif

Dot % Aimpoints (for digital files):

Highlight: 3%
Midtone: 35%
Shadow: 85%

Resolutions:

Images: 200 dpi
Line Art: 800-1200 dpi

Color Ad Specs

Type: Minimum 12-point sans 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 The Philadelphia 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.

Electronic Ad Delivery

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

AdDesk:

A free web-based system. Also contains print specifications, electronic ad preparation information, ad sizes and deadlines.

For information, call 610-292-6019 or 610-292-6136 or go to <http://addesk.pnionline.com/>

AdSEND:

An electronic delivery service offered by 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 for information on registering and fees. AdTransit accepts **PDF files only**.