

CLASSIFIED AUTO RATES

Effective March 1, 2010

The Philadelphia Inquirer



philly.com

Classified Automotive Rates

Effective March 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.: Classified Automotive Advertising Department

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

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

Department Information

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

REPRESENTATIVES

Represented nationally by Newspapers First

Classified Automotive Rates

Effective March 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 AUTO RATES

effective March 1, 2010

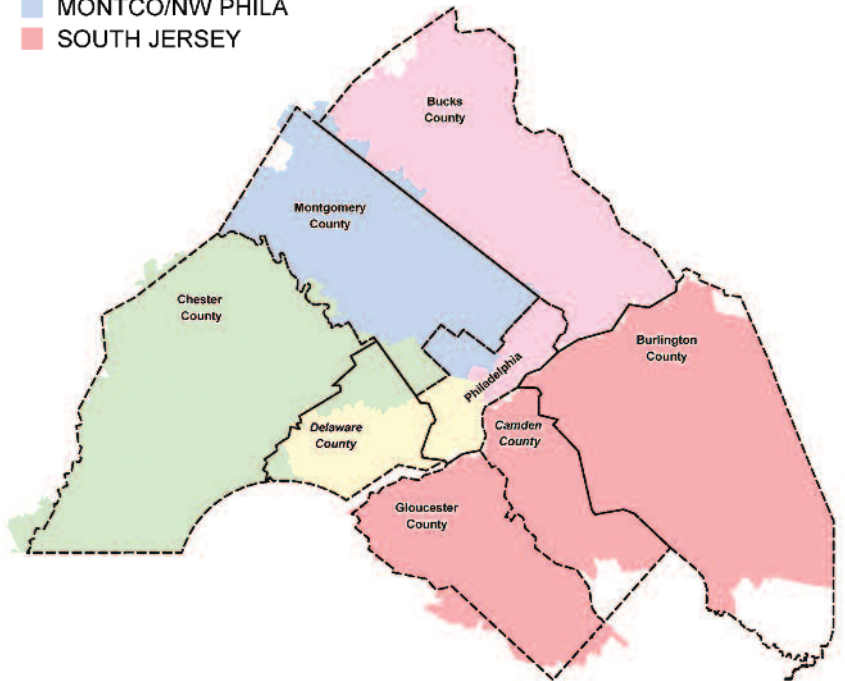
PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR INFORMATION ABOUT DEADLINES

Redesigned from the standard 10-column newspaper format to a wider six-column format, The Inquirer and Daily News' new classiFINDS section has been transformed to be easier-to-read and easier-to-search.

The new six-column format, new font and new layout give the page a cleaner, more organized look. Ads are now listed alphabetically under large category headers that make them easier to find, read and respond to. Plus, a new graphic cover look will grab readers and draw them to the desired section — and to your ads.

Classified Advertising Zones

- BUCKS/NE PHILA
- CHESTER/MAIN LINE
- DELCO/CENTER CITY PHILA
- MONTCO/NW PHILA
- SOUTH JERSEY



READERSHIP

	Daily Inquirer	Sunday Inquirer
 Bucks County, Northeast Philadelphia	156,773	326,324
 Chester County, Main Line	109,757	206,674
 Delaware County, Center City Philadelphia	142,326	270,454
 Montgomery County, Northwest Philadelphia	203,206	350,441
 South Jersey	134,376	251,805

Source: Scarborough Research 2009 R2

Classified Automotive Rates

Effective March 1, 2010

AUTOMOTIVE SPENDING LEVELS

DISPLAY - per inch

Revenue Contracts	Daily Full Run Inquirer	Daily Zone	Sunday Full Run Inquirer	Sunday Zone Inquirer	Saturday Inquirer	Daily News
OPEN	\$77.54	\$37.24	\$201.50	\$59.62	\$38.89	\$39.45
25,000	\$74.00	\$29.69	\$200.08	\$47.60	\$37.00	\$31.13
50,000	\$70.23	\$28.75	\$198.19	\$45.72	\$35.12	\$30.92
100,000	\$59.39	\$25.93	\$194.90	\$42.19	\$29.69	\$29.21
200,000	\$58.68	\$25.22	\$191.36	\$39.82	\$29.46	\$28.57
400,000	\$57.97	\$23.10	\$177.69	\$37.00	\$28.99	\$27.50
500,000	\$57.74	\$22.39	\$168.74	\$35.58	\$28.75	\$26.65
750,000	\$55.62	\$20.07	\$145.41	\$33.23	\$27.81	\$26.23

Color Rates

Rate per color insertion

4 Color Process

2 Color - Spot

Sunday Inquirer Full Run	\$1,793	Sunday Inquirer Full Run	\$909
Sunday Inquirer Zones	\$884	Sunday Inquirer Zones	\$450
Daily Inquirer Full Run	\$884	Daily Inquirer Full Run	\$450
Daily Inquirer Zones	\$470	Daily Inquirer Zones	\$237
Daily News	\$470	Daily News	\$237

LITEFACE - per line

Revenue Contracts	Daily Full Run Inquirer	Daily Zone	Sunday Full Run Inquirer	Sunday Zone Inquirer	Saturday Inquirer	Daily News
OPEN	\$6.37	\$3.06	\$16.57	\$4.91	\$3.20	\$3.24
25,000	\$6.09	\$2.44	\$16.45	\$3.92	\$3.04	\$2.57
50,000	\$5.78	\$2.36	\$16.30	\$3.76	\$2.89	\$2.55
100,000	\$4.89	\$2.13	\$16.03	\$3.47	\$2.44	\$2.40
200,000	\$4.83	\$2.07	\$15.74	\$3.27	\$2.42	\$2.35
400,000	\$4.77	\$1.90	\$14.61	\$3.04	\$2.38	\$2.26
500,000	\$4.75	\$1.84	\$13.88	\$2.93	\$2.36	\$2.19
750,000	\$4.58	\$1.67	\$11.96	\$2.74	\$2.28	\$2.16

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FULL PAGE/HALF PAGE PROGRAMS**

Inquirer - Thursday - Full Page per zone	\$1,247 per page	Non-contract rate
Inquirer - Thursday - Full Page per zone	\$1,196 per page	Contract rate
Daily News - Tuesday, Thursday or Saturday Full Page	\$1,247 per page	Non-contract rate
Daily News - Tuesday, Thursday or Saturday Full Page	\$1,196 per page	Contract rate
Daily News - 6 Full Pages per week	\$1,092* per page	
Daily News - 6 One-half Pages per week	\$598* per half page	

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

** No additional discounts apply.

GROUP COMBINATION RATES

Does not apply.

SPLIT RUN ADVERTISING

Does not apply.

SPECIAL SERVICES

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

CLASSIFIED DEADLINES

Display Ads

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

Sunday Issue: 5 p.m. Wednesday.

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

Art services required — add 24 hours to above deadlines.

Litiface Ads

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

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

Sunday Issue: 4 p.m. Thursday.

Cancellation Deadlines

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

MECHANICAL MEASUREMENTS

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

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

Full Page Sizes

Inquirer — 10.875" x 21"

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

Line Screen: 100

Production Specifications

The Philadelphia Inquirer and Daily News print on offset presses.

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AD MATERIALS

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

B&W Ad Specs

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

Resolutions: Images 200 dpi; Line Art 800-1200 dpi

Max. Total Area Coverage 240%

All color elements must be prepared as CMYK. No RGB, Pantone, Lab or Index colors. Spot Colors must be selected from the Philadelphia Inquirer and Daily News Spot Color Reference Chart. Contact your sales representative for a copy. For more ad specification information, refer to SNAP (Standards for Newspaper Ad Production, available from NAA) or our Production Specification, available from your sales representative, or on our web site (www.pnionline.com/advertisingservices/mediakit).

Transmission Options

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

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

DIGITAL AD DELIVERY

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

PN'S ADDESK

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

AP ADSEND

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

ADTRANSIT

A web-based delivery service. Go to www.adtransit.com 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.

SPECIAL SECTIONS & PROGRAMS

SPECIAL PROGRAMS

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

SPECIAL SECTIONS

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

CLASSIFIED RATES

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

CIRCULATION

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

Daily News -Established 1925
per copy 75¢

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

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

Source: ABC Audit Report, ended March 2008

THE NEW AUTO SECTION

In The Inquirer and Daily News

CLEANER • CLEARER • NEWER • BETTER

REDESIGNED WITH ADVERTISERS AND READERS IN MIND

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

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

To place an ad, call 1.800.341.3413 or visit www.philly.com

Thousands of cars inside and online at philly.com
Cars
SECTION F

MONDAY, FEBRUARY 7, 2010
Philadelphia Inquirer
WWW.PHILLY.COM

Kia's Koup offers budget-priced fun

By Mark Phelan



The attractive Force Koup brings a dash of sportiness to Kia's model line, complementing the cabriolet charm of the little Road tracks back the South Korean automaker introduced last year.

The Koup offers generous passenger and luggage space and features address one's cars priced well under \$20,000.

The budget-priced fun continues on the road. The Koup's handling and acceleration are more than adequate, though less sporty than more expensive coupes like the Nissan Altima and Volkswagen Golf.

The Koup's fuel economy is also good but unimpressive, and some interior features need more refinement.

The Koup does come with a generous allotment of features, including anti-lock brakes, electronic stability control, curtain air bags, and side air bags for the front seats.

The Koup is a two-door version of Kia's Force sedan, though the two-door shares only its hood with the sedan.

Prices for the Kia Force Koup start at \$16,000 for an EX model with a five-speed manual transmission and 164-horsepower 2.4-liter four-cylinder engine. A four-speed automatic raises the EX price to \$17,995.

The EX model comes with a 172-horsepower 2.4-liter four-cylinder engine and goes for \$17,995 with a six-speed manual and \$18,500 with a five-speed automatic.

I tested a nicely equipped Koup EX with the automatic transmission and no other options. I cost \$18,500.

The Koup's 90.7 cubic feet of passenger space is bigger than that in the Civic, Cobalt and Altima coupes, but smaller than in the Golf. The Koup's 14.2 cubic-foot trunk offers more cargo room than the Altima and Civic coupes, but less than the Cobalt and Golf.

The Koup's interior is roomy and comfortable. The front seat provides plenty of room, and rear head and legroom are unusually good for a small two-door car.

The car's high rear deck, small rear view, and wide C-pillars limit the driver's sightlines when backing up, however.

The interior is attractively trimmed and features flowing lines, rounded surfaces, and sculpted shapes that complement the Koup's modern exterior. Map pockets and a large center console provide plenty of storage space.

The Bluetooth system for hands-free phone calls is easy to use, but the people's called frequently complaint of an echo in the rear end of the connection.

The third controller needed to switch out of random mode every time I took a Bluetooth phone call or turned the car off, a minor irritation that grew larger with repetition.

The primary gauges — tachometer, speedometer and fuel — are big and clear, but the orange audio-system display in the center console is nearly illegible and disappears in bright sunlight.

The Koup's exterior design features rakish touches like a deep front air dam with a blacked-out lower grille, big fog lamps, knee scooped-out flanks, a wide track, and an orange forward-leaning stance.

A nice-to-have detail is a sleek combination of gloss black and a slightly metallic silver finish complete a modern and upscale look.

The Koup's fuel economy is unexceptional, about the same as the Nissan Altima and VW Golf, but not as good as the smaller Civic and Cobalt.

The 2.4-liter engine performs well, with good throttle response and acceleration. The brakes feel firm and have good stopping power.

The steering is not quite as crisp and responsive as that of the Golf, Civic, and Altima. The chassis leans more in hard turns than those sportier cars, but the Koup's combination of big room and a small price compensates.

The Force Koup is a well-constructed, sturdy equipped, attractive coupe. Following on the heels of the delightful Road hatchback Kia introduced last year, it's a sign of how rapidly the Korean automaker is improving.

At 'Main' column, "On the Road," does not appear today.

SLOANE HONDA

HURRY IN! THIS EVENT ENDS SOON!

SAVINGS AGAIN IN 2010!

CHOOSE FROM OVER 300 CARS, TRUCKS & SUVS! WE'RE PAYING TOP DOLLAR FOR YOUR TRADE!

2010 HONDA CIVIC VP

5 speed, or conditioning, p/windows, p/locks, Mod#FH1323AEW

LEASE FOR \$52

30 months

2010 HONDA CRV LX

4/door, or cond., 2WD, p/windows, p/locks, Mod#FRESH2AEW

LEASE FOR \$115

30 months

2010 HONDA ACCORD LX

5 speed, or conditioning, p/windows, p/locks, Mod#FRESH2AEW

LEASE FOR \$72

30 months

2010 HONDA PILOT LX

4/door, or cond., 4WD, p/windows, p/locks, Mod#FRESH2AEW

LEASE FOR \$244

30 months

*See dealer for details. Some payment due at signing for customers who qualify for the lease purchase credit fee. Other restrictions are available under MSRP. Monthly payment does not include taxes, license, title, registration, development, and dealer fees. Subject to credit review. Payment due every 30 days. The MSRP applies to the vehicle availability. Offer ends 2/15/10. In approved lease by American Honda Finance Corp. Not responsible for typographical errors. See dealer for details.

ALSO STOP IN AND VISIT OUR CERTIFIED USED CAR SUPER CENTER!

SLOANE HONDA

866-512-7148

24 hrs. a day 7 days a week

AT THE CORNER OF BUSTLETON & HALDEMAN NORTHEAST PHILADELPHIA



SLOANEHONDA.COM

MONDAY

Business Opportunities and Commercial Real Estate

TUESDAY

Pets

WEDNESDAY

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

THURSDAY

CARS

FRIDAY

CARS and HOMES

SATURDAY

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

SUNDAY

CARS

EASIER TO READ AND EASIER TO SEARCH

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

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

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

The Inquirer

PHILADELPHIA
DAILY NEWS
THE PEOPLE PAPER

philly.com