

RETAIL PREPRINT & COMMUNITY NEWSPAPER INSERT RATES

Effective January 1, 2010



The Philadelphia Inquirer

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MyCommunity**TREND**

PREPRINT INSERT RATES

| Tab Size | up to 149,999 | 150,000 to 399,999 | 400,000 to 649,999 | 650,000 to 745,999 | 746,000 + |
|----------|---------------|--------------------|--------------------|--------------------|-----------|
| 2 | \$52 | \$51 | \$50 | \$49 | \$47 |
| 4 | \$56 | \$55 | \$54 | \$52 | \$51 |
| 6 | \$61 | \$60 | \$59 | \$58 | \$56 |
| 8 | \$71 | \$70 | \$68 | \$67 | \$66 |
| 12 | \$84 | \$82 | \$81 | \$80 | \$78 |
| 16 | \$94 | \$93 | \$91 | \$90 | \$89 |
| 20 | \$104 | \$103 | \$102 | \$100 | \$99 |
| 24 | \$115 | \$113 | \$112 | \$111 | \$109 |
| 28 | \$125 | \$123 | \$122 | \$121 | \$119 |
| 32 | \$133 | \$132 | \$131 | \$129 | \$128 |
| 36 | \$141 | \$140 | \$139 | \$137 | \$136 |
| 40 | \$145 | \$144 | \$142 | \$141 | \$140 |
| 44 | \$151 | \$150 | \$149 | \$147 | \$146 |
| 48 | \$156 | \$155 | \$154 | \$152 | \$151 |
| 52 | \$161 | \$160 | \$158 | \$157 | \$156 |
| 56 | \$164 | \$163 | \$161 | \$160 | \$159 |
| 60 | \$166 | \$165 | \$164 | \$163 | \$161 |
| 64 | \$171 | \$170 | \$169 | \$168 | \$166 |
| 68 | \$176 | \$175 | \$174 | \$173 | \$171 |
| 72 | \$183 | \$181 | \$180 | \$179 | \$176 |
| 76 | \$188 | \$186 | \$185 | \$184 | \$183 |
| 80 | \$193 | \$191 | \$190 | \$189 | \$188 |
| 84 | \$198 | \$196 | \$195 | \$194 | \$193 |

The Inquirer



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57% REGULARLY CHECK THE SUNDAY INSERTS FOR HOME BUILDING CENTERS

Annual Frequency Discount

| Commitment | % Discount | Commitment | % Discount |
|------------|------------|-------------|------------|
| \$0 | 0% | \$250,000 | 12% |
| \$1,000 | 0% | \$300,000 | 12% |
| \$2,500 | 0% | \$350,000 | 14% |
| \$5,000 | 3% | \$400,000 | 14% |
| \$10,000 | 3% | \$450,000 | 14% |
| \$20,000 | 3% | \$500,000 | 14% |
| \$35,000 | 5% | \$600,000 | 16% |
| \$50,000 | 5% | \$700,000 | 17% |
| \$75,000 | 5% | \$800,000 | 18% |
| \$100,000 | 5% | \$900,000 | 19% |
| \$150,000 | 10% | \$1,000,000 | 22% |
| \$200,000 | 12% | | |

For tab section between the number of pages shown calculate the price by taking the price for the next smaller size, plus half the difference to the price for the next larger size: e.g., the one-time price for a 10-page tab section, Sunday full run, is \$125. Full-run preprint inches count toward full-run contract fulfillment. Part-run preprint inches run in one or more preprint distribution areas count toward part-run contract fulfillment. Rebates are earned only on in-paper full-run or part-run inches; no ROP rebate will be earned on the preprint inches.

* based on annual contract. Excluding movies, financial, grocery, entertainment, education, non-profit, restaurant, tires, and national electronics.

Daily/Sunday Preprint Insert Regulations

To calculate price, multiply appropriate CPM by the applicable billing quantity for a preprint distribution (e.g. Sunday Inquirer, daily Inquirer, Daily News). Then apply appropriate frequency discount for final price. Distribution and billing quantities are supplied by your sales representative. Signed preprint revenue contract must be on file with PN for revenue discounts to apply.

Delivery Instructions

Deadline for Delivery of preprints is 10 days prior to issue date.

Turnkey Program

We'll design, print, insert, and distribute your single sheets or multiple page preprints throughout the Philadelphia market. Please contact Perry Corsetti at (215) 854-5881 for details.

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.

Affidavits:

The Philadelphia Inquirer or Daily News will charge affidavits at a charge of \$25.00 per affidavit.

COMMUNITY NEWSPAPER INSERT RATES

| Tab Size | up to 149,999 | 150,000 to 399,999 | 400,000 to 649,999 | 650,000 to 745,999 | 746,000 + |
|----------|---------------|--------------------|--------------------|--------------------|-----------|
| 2 | \$39 | \$38 | \$37 | \$36 | \$35 |
| 4 | \$42 | \$41 | \$40 | \$39 | \$38 |
| 6 | \$46 | \$45 | \$44 | \$43 | \$42 |
| 8 | \$54 | \$53 | \$51 | \$50 | \$49 |
| 12 | \$63 | \$61 | \$60 | \$59 | \$58 |
| 16 | \$70 | \$69 | \$68 | \$67 | \$66 |
| 20 | \$78 | \$77 | \$76 | \$75 | \$74 |
| 24 | \$86 | \$85 | \$84 | \$83 | \$82 |
| 28 | \$94 | \$93 | \$92 | \$91 | \$90 |
| 32 | \$100 | \$99 | \$98 | \$97 | \$96 |
| 36 | \$106 | \$105 | \$104 | \$103 | \$102 |
| 40 | \$109 | \$108 | \$107 | \$106 | \$105 |
| 44 | \$113 | \$112 | \$111 | \$110 | \$109 |
| 48 | \$117 | \$116 | \$115 | \$114 | \$113 |
| 52 | \$121 | \$120 | \$119 | \$118 | \$117 |
| 56 | \$123 | \$122 | \$121 | \$120 | \$119 |
| 60 | \$125 | \$124 | \$123 | \$122 | \$121 |
| 64 | \$129 | \$128 | \$127 | \$126 | \$125 |
| 68 | \$133 | \$132 | \$131 | \$130 | \$129 |
| 72 | \$137 | \$136 | \$135 | \$134 | \$132 |
| 76 | \$141 | \$140 | \$139 | \$138 | \$137 |
| 80 | \$145 | \$144 | \$143 | \$142 | \$141 |
| 84 | \$148 | \$147 | \$146 | \$145 | \$144 |



TOP 10 REASONS TO USE NEWSPAPER PREPRINTS

- IMPACT:** Preprints tend to slide out of the paper - demanding to be read.
- CONTROL:** Advertisers control size, color, pages, items, and reproduction with a preprint.
- TARGETING:** With newspaper inserts, advertisers can cost-effectively distribute by zip code or by market and everything in between.
- FLEXIBILITY:** Newspapers can deliver single sheets, cards and catalogs. They can distribute large format and small, heavy stock or light, and on the day needed.
- EFFICIENCY:** Newspaper inserts are cost efficient in terms of distribution costs and are often able to deliver for less than five cents a household.
- DATE SPECIFIC DELIVERY:** Newspapers deliver inserts on the day chosen as opposed to within a window of time.
- ENVIRONMENT:** Because newspapers are a welcomed guest in a subscriber's home, inserts coming in newspapers are more likely to be seen and read.
- RESPONSE/RESULTS:** Newspaper preprinted inserts can achieve redemption rates of up to 10% depending upon the offer. Inserts have a proven results track record.
- DEADLINES/TIMING:** Newspaper can accept preprints on a shorter lead time than other distribution vehicles thereby allowing the ultimate in advertiser responsiveness to market conditions, product and pricing needs.
- SATURATION:** Newspapers are able to distribute preprints to the masses. Both subscribers and non-subscribers can be reached through the typical newspaper program.

41% OF NEWSPAPER PREPRINT READERS TOOK AN INSERT WITH THEM WHILE SHOPPING IN THE PAST MONTH

Introduction

Inquirer preprint zones are now expanded to 208 individual zones in direct response to advertiser requests for increased targeting capability. 93% of our subscribers are now in a Zip Code pure zone. And you can reach them with the power of an Inquirer insert on Tuesdays, Thursdays, Fridays and Sundays. Daily News inserting is available in 6 zones on Tuesdays and Thursdays.

Power of Preprints: According to the 2005 Vertis customer focus survey, inserts are considered the number one media that influences buying decisions among both men and women, and 71% of insert readers obtain their inserts from newspapers.

MyCommunity**TREND**

64% OF ADULTS USED NEWSPAPER PREPRINTS IN THE PAST 30 DAYS FOR SHOPPING PLANNING

Preprint Shipping Address

Schuylkill Printing Plant
 800 River Road (Rt. 23)
 Conshohocken, PA 19428
 Preprint Hotline: (215) 854-4613
 Materials Receiving Department
 (610) 292-6717

PREPRINT CONTACTS

Retail Advertising
215-854-5450

National Advertising
215-854-2979

Classified Advertising
215-854-5482

Product Manager
Perry Corsetti
(pcorsetti@phillynews.com)
215-854-5881

Production Scheduling (SPP)
Eileen Bourque
(ebourque@phillynews.com)
610-292-6195

Craig Hofman
(chofman@phillynews.com)
610-292-6712

PREPRINT HOT LINE:

215-854-4613
Information available
24 hours a day



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