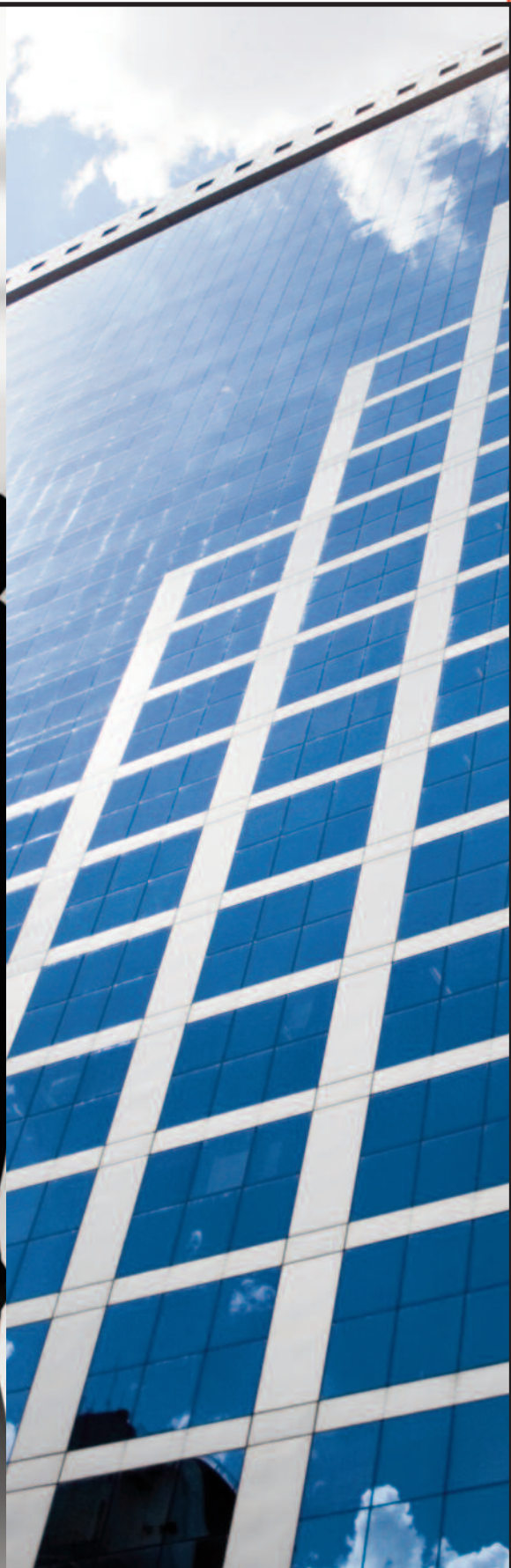


CLASSIFIED GENERAL RATES

effective January 1, 2010



Classified General Rates

Effective January 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 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

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

PERSONNEL

Brian P. Tierney (215) 854-4600
CEO & Publisher, The Philadelphia Inquirer

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

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

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

Tom Geonnotti (215) 854-5560
VP Regional Advertising

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

Flossie Devlin (215) 854-5835
Classified Sales Supervisor fdevlin@phillynews.com

REPRESENTATIVES

Represented nationally by Newspapers First

Classified General 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 General Rates

Effective January 1, 2010

FULL RUN ADVERTISING RATES

AUCTION SALES - LOCAL – Available only to licensed auctioneers

	Sunday Inquirer	Daily Inquirer	Sun + 1 Daily Inq.	Sun + 2 Daily Inq.	2 Daily Inquirer	3-6 Daily Inquirer	Daily News
12-month Contract/Lines	\$31.98	\$25.64	\$43.65	\$56.47	\$38.65	\$12.85	\$16.77
Open (non-contract)							
500	\$30.53	\$21.79	\$40.74	\$51.66	\$33.69	\$10.89	\$13.49
1,000	\$29.54	\$20.68	\$39.78	\$50.22	\$32.82	\$10.49	\$12.75
2,500	\$28.65	\$19.81	\$38.55	\$48.61	\$31.79	\$10.04	\$12.15
5,000	\$27.84	\$18.86	\$37.29	\$46.87	\$30.82	\$9.54	\$11.56
10,000	\$26.96	\$18.43	\$36.25	\$45.40	\$30.39	\$9.21	\$10.77

The Daily News rate when repeating from the Daily News or running in combination with the daily or Sunday Inquirer, is \$5.84 per line/per day, all levels.

AUCTION SALES - NON-LOCAL These rates, which are commissionable to recognized agencies, apply to any advertiser whose location of business is beyond a radius of 75 miles of Philadelphia. Available only to licensed auctioneers.

	Sunday Inquirer	Daily Inquirer	Sun + Daily Inq.	Sun + 2 Daily Inq.	2 Daily Inquirer	3-6 Daily Inquirer	Daily News
12-Month Contract/Lines	\$36.11	\$30.16	\$51.35	\$66.41	\$45.47	\$15.12	\$19.73
Open (non-contract)							
500	\$34.99	\$25.64	\$47.94	\$60.67	\$39.70	\$12.81	\$15.89
1,000	\$34.62	\$24.37	\$46.77	\$59.06	\$38.54	\$12.33	\$15.01
2,500	\$33.73	\$23.30	\$45.34	\$57.20	\$37.39	\$11.79	\$14.31
5,000	\$32.74	\$22.18	\$43.89	\$55.15	\$36.33	\$11.20	\$13.61
10,000	\$31.71	\$21.69	\$42.64	\$53.46	\$35.78	\$10.80	\$12.64

The Daily News rate when repeating from the Daily News or running in combination with the daily or Sunday Inquirer, is \$6.86 per line/per day, all levels.

DAILY NEWS ADULT PHONE LINES

	Rate/Line	Rate/Inch
Open (non-contract)	\$11.41	138.76
400	\$11.19	136.10
800	\$11.05	134.33
1,600	\$10.85	131.89
3,200	\$10.68	129.90
4,650	\$10.45	127.02
8,000	\$10.26	124.80

DIRECTORY ADVERTISING

(Classified Width) Rate Per Line, Per Insertion:

Times within one year	Sunday	Daily	Daily	Daily	Daily
	Inquirer	Inquirer	News	Combo	Combo
Open (non-contract)	\$11.39	\$7.87	\$4.20	\$6.60	\$1.31
13	\$10.81	\$7.59	\$3.97	\$6.34	\$1.31
26	\$10.28	\$7.31	\$3.70	\$6.05	\$1.31
48	\$9.29	\$6.84	\$3.22	\$5.59	\$1.31

REGULATIONS:

The above contract levels relate only to advertisements placed in the Daily News. Lineage accrues toward contract performance. Special rated ads will not be re-rated.

Classified General Rates

Effective January 1, 2010

GENERAL CLASSIFICATION - LOCAL

Per day-6 months/lines	Sunday Inquirer	Daily Inquirer	Daily News	Daily Repeat Rate	Daily News Repeat Rate
open (non-contract)	\$44.20	\$34.95	\$17.26	\$9.54	\$5.68
2	\$33.48	\$25.35	\$10.80	\$9.17	\$5.68
4	\$31.91	\$24.07	\$10.00	\$8.80	\$5.68
8	\$30.76	\$22.93	\$9.42	\$8.45	\$5.68
20	\$29.64	\$21.79	\$8.93	\$8.10	\$5.68
40	\$27.21	\$19.95	\$7.98	\$7.79	\$5.68
Annual contract	Sunday	Daily	Daily News	Daily Repeat Rate	Daily News Repeat Rate
400	\$39.87	\$30.92	\$14.05	\$9.36	\$5.68
800	\$37.95	\$29.21	\$13.12	\$8.99	\$5.68
1,600	\$36.11	\$27.60	\$12.40	\$8.63	\$5.68
3,200	\$35.45	\$26.36	\$12.00	\$8.28	\$5.68
4,650	\$34.76	\$25.41	\$11.59	\$7.95	\$5.68
8,000	\$33.63	\$24.52	\$11.24	\$7.62	\$5.68
16,000	\$32.62	\$24.07	\$10.42	\$7.33	\$5.68

GENERAL CLASSIFICATION - NONLOCAL

These rates, which are commissionable to recognized agencies, apply to any advertiser whose location of business is beyond a radius of 75 miles of Philadelphia.

Non-Contract Line Rates:

Level:	Sunday Inquirer	Daily Inquirer	Daily News
Open	\$53.19	\$41.95	\$20.66
400 Lines	\$48.73	\$37.12	\$16.91
800 Lines	\$45.55	\$34.70	\$15.77
1600 Lines	\$43.67	\$33.22	\$14.85
3200 Lines	\$42.86	\$31.29	\$14.42
4650 Lines	\$41.75	\$30.53	\$13.84
8000 Lines	\$40.03	\$29.56	\$13.50

The Daily News rate when running in combination with the daily or Sunday Inquirer, or when repeating from the Daily News, is \$7.77 per line/per day at contract levels 1000 lines or greater. Daily Inquirer rate when running in combination with the daily or Sunday Inquirer is \$11.79 per line/per day. This rate applies to non-contract ads of 10 lines or more and to annual contract advertiser at all sizes.

MONDAY BUSINESS SECTIONS

(Classified Width) General classification ads repeating from the Sunday Classified section at the 1x Sunday rate may repeat into Monday (next day) at \$6.55 per line. Ads at this rate will appear under a Classified heading in the Monday Business sections of both papers.

Legal Advertising

Commissionable to recognized Advertising Agencies. Liteface or display.

For Inquirer information, call 215-854-5834; for Daily News, call 215-854-5707.

	Sunday Inq	Daily Inq	Daily News	Daily Combo Inquirer/Daily News
Legal Notice/Line flat rate legal notices	\$22.60	\$17.79	\$11.01	\$21.99
Estate Notices (3 insertions per name)	n/a	\$252.53	\$177.40	\$310.03
Orphans Court & Registers Notice (3 insertions per name)	n/a	\$86.95	\$77.89	\$156.37

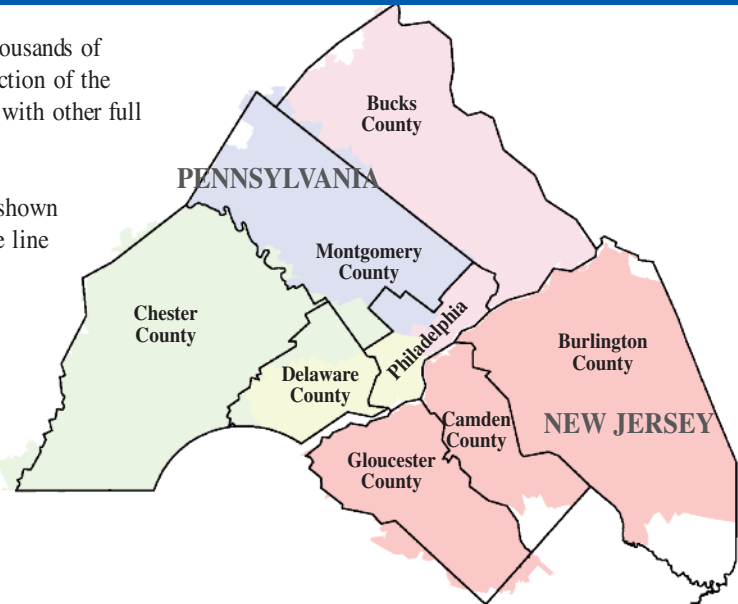
Classified General Rates

Effective January 1, 2010

PART RUN ZONED CLASSIFIED

You can run a display ad in the Inquirer and have it read by thousands of people in the area close to your business – and pay only a fraction of the Inquirer’s advertising rate per zone. Your ad will appear along with other full and partial run advertisers.

Part run zoned classified advertising is available in the zones shown at right, Thursday, Friday and Sunday. Zone rates are per agate line and apply to each zone purchased.



Readership

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

Source: Scarborough Research 2009 R2

To earn a combination rate, all insertions must be the same size and shape, and appear within a seven-day period. All zoned insertions meeting the above requirements may be combined to earn the lowest rate. Daily News add-on to a daily Inquirer zone, or a zone/Daily News combo is \$2.94 per line/per day (all levels). For the convenience of full run contract customers, full run contract levels are shown. Contracts may be fulfilled by running full run lineage, zone lineage, or any combination thereof, Zone lineage accrues toward full run contract levels at 25%. Daily-zoned advertising repeated to the Inquirer Saturday full run (within 7 days) takes a rate of \$5.35 per line.

GROUP COMBINATION RATES

Does not apply

COLOR RATES

Net, Non-Commissionable)

SUNDAY INQUIRER - FULL RUN		DAILY INQUIRER - FULL RUN		DAILY NEWS - FULL RUN	
1x		1x		1x	
Spot	\$4,322	Spot	\$2,881	Spot	\$1,544
Process	\$5,863	Process	\$3,911	Process	\$1,956

Please contact your sales representative for information about deadlines. Please direct questions about separations, ink selection and other processing concerns to our Advertising Color Coordinator (215) 854-2323.

Classified General Rates

Effective January 1, 2010

SPECIAL ROP UNITS

CLASSIFIED / ROP BUYS

Classified measure rates apply to classified ads that run ROP. The table below details how Classified measure ads will be placed in the ROP space.

FISHING DIRECTORY Daily News (ROP Measure).

Open non-Contract rate is \$9.29 per line.

MINIMUM	INSERTIONS WITHIN 12 MONTHS:					
Size Lines	4X	8X	13X	26X	39X	48X
12	\$8.97	\$8.52	\$8.01	\$7.64	\$7.13	\$6.53
21	\$8.56	\$8.03	\$7.65	\$7.15	\$6.55	\$6.02
42	\$8.04	\$7.67	\$7.19	\$6.80	\$6.03	\$5.60
84	\$7.64	\$7.24	\$6.74	\$6.34	\$5.65	\$5.24

INQUIRER

Combination with Thursday Daily News rate: \$4.03 per line.
Inquirer only daily: \$10.08 per line.

MARINE & BOAT DIRECTORY (Classified Width)

Five line ad listing your company's phone number and address.
Published four times a week: Sunday, Monday, Friday Inquirer and Thursday Daily News

	Sunday Inquirer
Open rate, per listing/ 4 days	\$140.57
Contract Advertisers:	
1 Listing	\$112.47
2-4 Listings, per listing	\$84.42
5 or more listings, per listing	\$74.96

INNS AND RESORTS (ROP Measure)

A directory of inns, lodges, small hotels and vacation rental properties.

Schedule: Sunday Inquirer – Travel Section
Wednesday – Daily News Travel Savers
Thursday – Inquirer Travel Savers

Commissionable to recognized advertising agencies. Rates are commissionable to recognized advertising agencies.

Annual Contract Level	Rate includes Sun. Inq./ Wed. DN, Thurs. Inq.
1x	\$35.48
10x	\$34.37
20x	\$33.94
30x	\$33.39
50x	\$31.66

Minimum 3 lines; Maximum 12 lines.

Each Inquirer section counts toward contract.

CAMPS

Commissionable to recognized advertising agencies.
Rate per line \$13.01

DEATH NOTICES, IN MEMORIAMS, CARDS OF THANKS (ROP Measure)

Per line	Sunday Inquirer 1x	Daily	additional each day
Inquirer	\$16.96	\$13.59	\$6.85
Daily News	n/a	\$3.93	\$3.45
New Jersey	\$5.72	\$5.72	\$5.72

The Daily News rate when running in combination with the Inquirer is \$1.87 per line/per day.

RELIGIOUS ADVERTISING# – DISPLAY (14-line Minimum) (ROP Measure)

Per line	Sunday Inquirer	Daily Inquirer	Daily News
1 Time	\$11.30	\$8.45	\$4.50

The Daily News rate when running in combination with the daily or Sunday Inquirer, or when repeating from the Daily News is \$3.17 per line/per day, all levels.

RELIGIOUS INSPIRATIONS (Bannered Section)

Appears in the Inquirer and Daily News on Saturdays and in other daily editions before major religious holy days. Minimum size 14 lines Inquirer/Daily News combination inch rate \$3.42 per line (\$47.64 per inch). Directory inches count toward a display Religious Notice contract.

GUIDE TO THE LIVELY ARTS (ROP measure and rates are per inch)

Sunday Inquirer	Daily Inquirer & Daily News
\$150.57	\$118.29

Guide to the Lively Arts is an entertainment directory listing performances, venues and show times. The Guide to the Lively Arts appears in both The Inquirer and Daily News Monday thru Saturday, Friday in the Weekend section and on Sunday in The Inquirer Arts & Entertainment section.

Classified General Rates

Effective January 1, 2010

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. If artwork is to be drawn, a charge of \$64.00 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 liface classification advertising.
- There is a \$75.00 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.

DISPLAY AD DEPTH REQUIREMENTS

COLUMNS	CLASSIFIED/LINES	ROP/INCHES
1	10	1
2	28	1.5
3	42	4
4	56	5
5	70	6.5
6	100	7
7	100	7
8	100	7
9	100	7
10	100	(Inquirer Only)

Inquirer — Copy exceeding 266 lines must occupy and will be billed full column depth of 294 lines. Copy will be centered in space.

Daily News — Copy exceeding 147 lines must occupy and will be billed full column depth of 163 lines. Copy will be centered in space.

CONTRACT & COPY REGULATIONS

See page 2 - General Rate Policy #4

CLASSIFIED DEADLINES

Display Ads

Daily Issues: 7 p.m. 3 working days preceding publication.

Sunday Issue: 9 p.m. Thursday.

For proof service, add 6 days (7 for Tuesday ads) to preceding deadlines. Proofs are allowed with no charge on ads 70 agate lines or more. Proof ads under 70 agate lines will be charged.

Art services required — add 24 hours to above deadlines.

Liface Ads

Daily Issues: 7 p.m. two days preceding publication.

Monday & Tuesday Issues: 7 p.m. Friday.

Sunday Issue: 9 p.m. Thursday.

Cancellation Deadlines

Same as copy deadlines.

Special Category Deadlines

Consult your Inquirer or Daily News sales representative.

MECHANICAL MEASUREMENT

	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

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.

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 General Rates

Effective January 1, 2010

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 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 Perry Corsetti at 215-854-5881.

CIRCULATION

	<i>Inquirer -Established 1829</i> <i>Per copy daily 75¢; Sunday \$1.75</i>	<i>Daily News -Established 1925</i> <i>per copy 75¢</i>
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 for 6 months, ended 3/31/2009.



The Philadelphia Inquirer  philly.com

Published at Philadelphia Newspapers, LLC
400 N. Broad Street
Philadelphia, PA 19130