

RETAIL PART RUN RATES

Effective January 1, 2010



Retail Part Run Rates

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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.: Retail Advertising Department

Special Carrier Mail and Packages:

Philadelphia Inquirer/Daily News
400 North Broad Street, Philadelphia, PA 19130
Attn: Retail Advertising Department

Satellite Offices

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
CEO & Publisher, The Philadelphia Inquirer

Mark Frisby(215) 854-5967
Executive Vice President & Publisher, Philadelphia Daily News

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

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

Howard Griffin(215) 575-6470
VP, National Advertising hgriffin@phillynews.com

Anthony F. Cuffie(215) 854-5542
VP, Regional Retail tcuffie@phillynews.com

Tom Geonnotti(215) 854-5560
VP, Regional Advertising tgeonnotti@phillynews.com

Ron Adams(215) 575-6413
Director, National Advertising radams@phillynews.com

Perry Corsetti(215) 854-5881
Director, Customer Relations pcorsetti@phillynews.com

Sherry Phillips(610)-292-6015
Managing Director, "I" Magazine sPhillips@phillynews.com

Dave Baldwin(215) 854-2895
Sales Manager, dbaldwin@phillynews.com
Local Retail and Special Sections

Tarik Ghee(610) 292-6107
Sales Manager, Retail Advertising tghee@phillynews.com

Cori Anne Natoli(215) 854-4877
Sales Manager, Daily News Advertising 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) 292-6107

West Chester Fax(610) 292-6151

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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 seven 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 two 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" will bill at 10% premium.

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" 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.

Retail Part Run Rates

Effective January 1, 2010

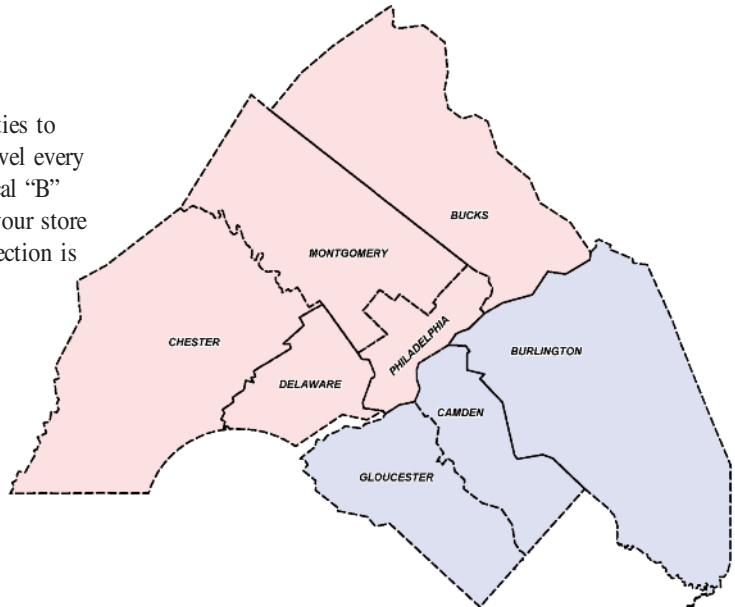
PART RUN OPPORTUNITIES

Inquirer Local “B” News Section

From regional to neighborhood news, you will find opportunities to connect with these community-minded readers on a personal level every day. With two zones in Pennsylvania and NJ Suburbs, the Local “B” section provides flexibility to target potential customers near your store locations, seven days a week. Friday Weekend Entertainment section is also available in these zones.

Zone	Daily Circ.	Sunday Circ.
Philadelphia & PA Suburbs:	222,649	422,618
NJ Suburbs:	48,501	94,287

Source: ABC audit 6 months ending 3/31/2009

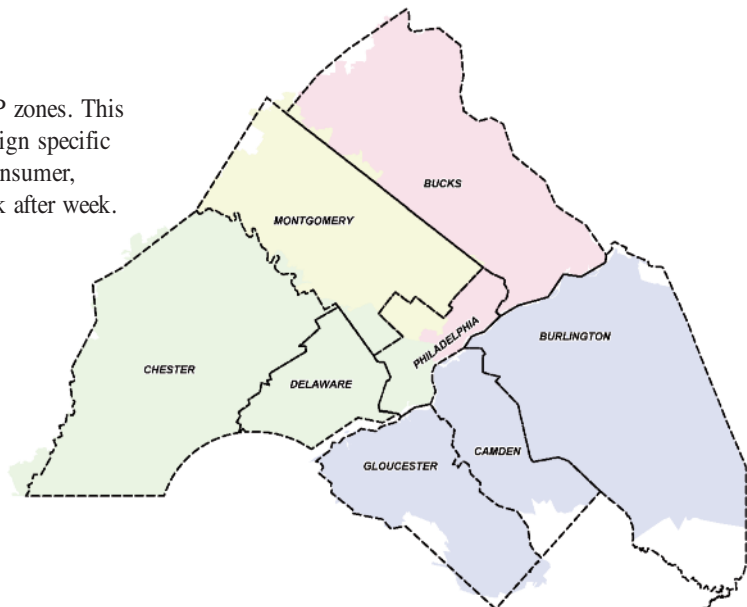


Additional ROP Zoning

The Inquirer’s Thursday Food section is available in five ROP zones. This configuration allows advertisers to micro-target a print campaign specific to the geography that best represents the advertiser’s target consumer, adjacent to news and information that our readers turn to week after week.

Zone	Daily Circ
Bucks/NE Phila.	52,816
Chester/Delco	106,462
Montco/NW Phila.	63,371
New Jersey	48,501

Source: ABC audit 6 months ending 3/31/2009



Retail Part Run Rates

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PART RUN RATES

	Daily		Sunday	
	PA	NJ	PA	NJ
Open Rate	\$73.13	\$49.16	\$110.82	\$74.48
\$1,000	\$65.83	\$44.25	\$99.73	\$67.05
\$2,500	\$62.54	\$42.03	\$94.76	\$63.69
\$5,000	\$59.41	\$39.93	\$90.02	\$60.50
\$10,000	\$56.43	\$37.93	\$85.51	\$57.47
\$20,000	\$53.61	\$36.04	\$81.23	\$54.59
\$35,000	\$52.28	\$35.13	\$79.21	\$53.23
\$50,000	\$50.96	\$34.25	\$77.22	\$51.91
\$75,000	\$50.46	\$33.91	\$76.45	\$51.39
\$100,000	\$49.95	\$33.57	\$75.69	\$50.87
\$150,000	\$49.46	\$33.23	\$74.94	\$50.36
\$200,000	\$49.20	\$33.08	\$74.56	\$50.12
\$250,000	\$48.97	\$32.90	\$74.20	\$49.86
\$300,000	\$48.72	\$32.75	\$73.81	\$49.61
\$350,000	\$48.48	\$32.57	\$73.45	\$49.36
\$400,000	\$48.23	\$32.42	\$73.07	\$49.12
\$450,000	\$47.99	\$32.26	\$72.71	\$48.87
\$500,000	\$47.75	\$32.10	\$72.35	\$48.64
\$600,000	\$47.51	\$31.93	\$71.98	\$48.38
\$700,000	\$47.28	\$31.77	\$71.63	\$48.13
\$800,000	\$47.04	\$31.61	\$71.27	\$47.89
\$900,000	\$46.80	\$31.46	\$70.91	\$47.67
\$1,000,000	\$46.57	\$31.31	\$70.56	\$47.43

PART RUN COLOR RATES

	Spot Daily		Process Daily		Spot Sunday		Process Sunday	
	PA	NJ	PA	NJ	PA	NJ	PA	NJ
Open Rate	\$833	\$273	\$1,139	\$400	\$956	\$273	\$1,380	\$400
\$1,000	\$806	\$273	\$1,084	\$400	\$904	\$273	\$1,317	\$400
\$2,500	\$806	\$273	\$1,084	\$400	\$904	\$273	\$1,317	\$400
\$5,000	\$806	\$273	\$1,084	\$400	\$904	\$273	\$1,317	\$400
\$10,000	\$667	\$273	\$973	\$400	\$796	\$273	\$1,227	\$400
\$20,000	\$667	\$273	\$973	\$400	\$796	\$273	\$1,227	\$400
\$35,000	\$667	\$273	\$973	\$400	\$796	\$273	\$1,227	\$400
\$50,000	\$611	\$273	\$889	\$400	\$720	\$273	\$1,105	\$400
\$75,000	\$611	\$273	\$889	\$400	\$720	\$273	\$1,105	\$400
\$100,000	\$611	\$273	\$889	\$400	\$720	\$273	\$1,105	\$400
\$150,000	\$528	\$273	\$889	\$400	\$635	\$273	\$983	\$400
\$200,000	\$528	\$273	\$889	\$400	\$635	\$273	\$983	\$400
\$250,000	\$528	\$273	\$889	\$400	\$635	\$273	\$983	\$400
\$300,000	\$473	\$273	\$695	\$400	\$558	\$273	\$857	\$400
\$350,000	\$473	\$273	\$695	\$400	\$558	\$273	\$857	\$400
\$400,000	\$473	\$273	\$695	\$400	\$558	\$273	\$857	\$400
\$450,000	\$417	\$273	\$584	\$400	\$479	\$273	\$737	\$400
\$500,000	\$417	\$273	\$584	\$400	\$479	\$273	\$737	\$400
\$600,000	\$333	\$273	\$500	\$400	\$400	\$273	\$614	\$400
\$700,000	\$333	\$273	\$500	\$400	\$400	\$273	\$614	\$400
\$800,000	\$333	\$273	\$500	\$400	\$400	\$273	\$614	\$400
\$900,000	\$278	\$273	\$389	\$400	\$320	\$273	\$491	\$400
\$1,000,000	\$278	\$273	\$389	\$400	\$320	\$273	\$491	\$400

Retail Part Run Rates

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PART RUN RATES

	Food 4 zone rates				Weekend	
	Bucks	Chester/Delco	Montco	NJ	NJ	PA
Open	\$23.08	\$21.14	\$23.00	\$32.05	\$32.05	\$57.36
\$1,000	\$22.18	\$20.31	\$22.10	\$30.80	\$30.80	\$51.63
\$2,500	\$21.07	\$19.29	\$21.00	\$29.26	\$29.26	\$49.06
\$5,000	\$20.02	\$18.32	\$19.95	\$27.80	\$27.80	\$46.60
\$10,000	\$19.41	\$17.78	\$19.35	\$26.96	\$26.96	\$44.26
\$20,000	\$18.84	\$17.25	\$18.77	\$26.16	\$26.16	\$42.05
\$35,000	\$18.45	\$16.91	\$18.40	\$25.63	\$25.63	\$41.01
\$50,000	\$18.27	\$16.74	\$18.21	\$25.37	\$25.37	\$39.98
\$75,000	\$18.09	\$16.56	\$18.03	\$25.12	\$25.12	\$39.57
\$100,000	\$17.91	\$16.40	\$17.85	\$24.87	\$24.87	\$39.18
\$150,000	\$17.73	\$16.24	\$17.67	\$24.62	\$24.62	\$38.79
\$200,000	\$17.64	\$16.16	\$17.58	\$24.50	\$24.50	\$38.59
\$250,000	\$17.55	\$16.07	\$17.50	\$24.38	\$24.38	\$38.40
\$300,000	\$17.46	\$16.00	\$17.40	\$24.26	\$24.26	\$38.21
\$350,000	\$17.37	\$15.92	\$17.32	\$24.13	\$24.13	\$38.03
\$400,000	\$17.29	\$15.84	\$17.23	\$24.02	\$24.02	\$37.83
\$450,000	\$17.20	\$15.76	\$17.15	\$23.90	\$23.90	\$37.63
\$500,000 and up	\$17.12	\$15.69	\$17.06	\$23.78	\$23.78	\$37.45

Retail Part Run Rates

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SPECIAL ROP UNITS

Please consult your sales representative for details.

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.

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.

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

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.
Sunday	Wednesday 5 p.m.	Thursday 5 p.m.	Friday Noon	5 p.m. Tues. preceding	Friday a.m.	Friday Noon

Add 24 hours if art services are required.

Color ad deadlines are 24 hours in advance of black and white. **Cancellations not accepted after closing.**

DISPLAY AD DEADLINES

INSERTION DAY	RESERVATION DEADLINE	COPY TO SET DEADLINE	DIGITAL AD DEADLINE	COPY & ART DUE**	Proof Service* PROOF TO ADVERTISER	RELEASE PROOF DUE
Inquirer Food (Thursday)	Monday Noon	Monday 5 p.m.	Tuesday 5 p.m.	Fri. 5 p.m. preceding	Tuesday	Tuesday 5 p.m.
Inquirer Weekend (Friday)	Wednesday Noon	Wednesday 5 p.m.	Thursday Noon	Fri. 5 p.m. preceding	Wednesday	Wednesday 5 p.m.

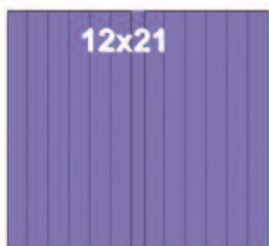
* Proof ads under 5 column inches will be charged a \$38.15 composition fee; proof ads 5 column inches or larger are free of charge, unless there are art revision charges. For additional information, contact Ad Production Service 215-854-4830.

** Also applies to color separations made by PN's Prepress Department. **Cancellations not accepted after closing.**

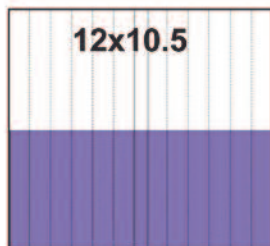
Retail Part Run Rates

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MODULAR ROP AD SIZES - BROADSHEET



Double Page Spread
22.875"x21"



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



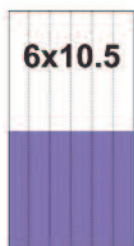
Full Page
10.875"x21"



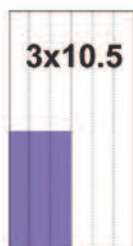
5/7 Page
9.046"x18"



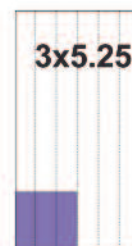
1/2 Page Vert
5.388"x21"



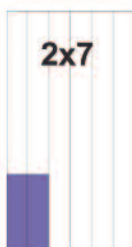
1/2 Page Horiz
10.875"x10.5"



1/4 Page
5.388"x10.5"



1/8 Page
5.388"x5.25"



1/9 Page
3.558"x7"



1/16 Page
3.558"x4"



3-inch Strip
10.875"x3"



2-inch Strip
10.875"x2"

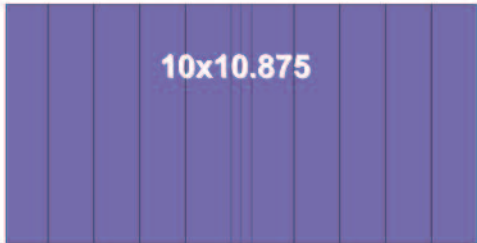


1-inch Strip
10.875"x1"

Retail Part Run Rates

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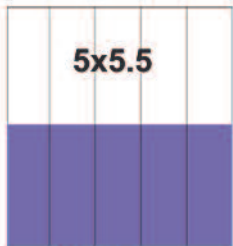
MODULAR ROP AD SIZES - TAB



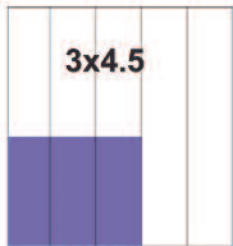
Double Page Spread
21.306"x10.875"



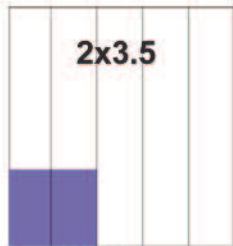
Full Page
10.194"x10.875"



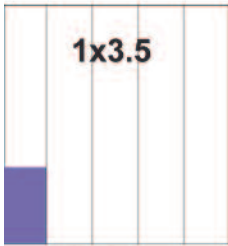
Half Page
10.194"x5.5"



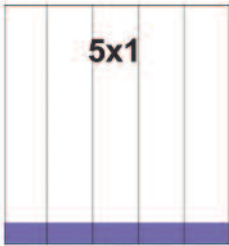
1/4 Page
6.056"x4.5"



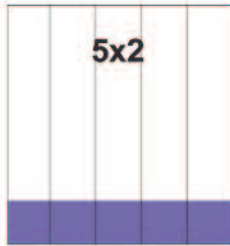
1/8 Page
3.986"x3.5"



1/16 Page
1.917"x3.5"



1-inch Strip
10.194"x1"



2-inch Strip
10.194"x2"

Retail Part Run Rates

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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.

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

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.

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

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 the 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.