



classified advertising rate card

2007 CLASSIFIED DISPLAY RATES

Non-Commissionable
8 column format - rates per column inch
8 COLUMN FORMAT • Rates Per Column Inch

	1x	5x	9x	14x	27x
PW	\$45.00	\$41.00	\$40.00	\$36.00	\$35.00
South Philadelphia Review	\$25.50	\$23.50	\$22.50	\$21.50	\$20.50
Southwest Review	\$12.50	\$11.50	\$10.50	\$9.50	\$9.50
Atlantic City Weekly	\$20.00	\$18.00	\$17.00	\$16.00	\$15.00

COMBINATION RATES

PW & SP Review	\$57.50	\$53.50	\$51.50	\$48.50	\$43.50
PW & AC Weekly	\$35.50	\$32.50	\$30.50	\$28.50	\$27.50
Review Newspapers	\$35.50	\$32.50	\$30.50	\$28.50	\$27.50
PW, Review Newspapers	\$63.50	\$58.50	\$55.50	\$52.50	\$47.50
PW, Review Newspapers & AC Weekly	\$76.50	\$69.50	\$66.50	\$60.50	\$58.50

ADULT

PW	\$55	\$49	\$43	\$38	N/A
Atlantic City Weekly	\$25	N/A	N/A	N/A	N/A

CLASSIFIED LINE RATES

Non-Commissionable
\$29 for the first 15 words \$6 for each additional 5 words

	Open	2x	3x	5x	9x	14x	eac. add. 5 words
PW	\$29	\$27	N/A	\$26	\$25	\$24	\$6
Review Newspapers: Spr, Swpr, Cw	\$32	N/A	N/A	\$31	\$29	\$27	\$5
Atlantic City Weekly	\$16	N/A	\$15	\$14	\$12	\$11	\$2.50

COMBINATION RATES

PW, Review Newspapers	\$50	\$49	N/A	\$46	\$43	\$41	\$8
PW & Atlantic City Weekly	\$37	N/A	N/A	\$34	\$33	\$32	
Review Newspapers & Atlantic City Weekly	\$39	N/A	N/A	\$36	\$35	\$34	
PW, Review, Connections & AC Weekly	\$58	N/A	N/A	\$56	\$55	\$52	\$8

ADULT

PW	\$30	N/A	N/A	\$27	\$26	\$25	\$7
Atlantic City Weekly	\$22	N/A	N/A	\$21	\$20	\$19	\$5
Combo	\$50	N/A	N/A	\$46	\$44	\$42	\$11

AGATE LINE RATES

PW	\$13 per line
SPR	\$13 per line
Combo	\$22 per line

January 2007

1. PW's credit policy requires payment with submission of copy until a credit application is approved by the Credit Manager. Upon credit approval and establishment of billing, payment is due upon receipt of invoice. An account shall be considered and treated as past due if payment is not received within thirty days of the initial billing.
2. Advertiser's payment for advertising under the Advertising Agreement is due and payable immediately upon receipt of *Philadelphia Weekly's* invoice. Advertisement shall be considered and treated as past due under its payment obligation of the Advertising Agreement if payment is not received by *Philadelphia Weekly* within 30 days of the date of its initial billing.
3. A frequency discount according to *Philadelphia Weekly's* current Rate Card may be obtained by the advertiser by signing an Advertising Agreement for the publication of 5, 9, 14, 27, or 52 consecutive insertions. Any such discount for which the advertiser may qualify shall be valid and effective if the account is paid by the advertiser within 30 days of the initial billing.
4. PW reserves the right of placement of ads within the paper. No credit will be extended due to positioning. Premium positions can be purchased at an additional 25% of advertising charges. 1/4 page minimum.
5. Should advertiser or its agency fail to fulfill its advertising or payment obligation under the terms of the Advertising Agreement, the advertiser or its agency will be immediately re-billed and liable for the amount determined under PW's open (1 week) rate.
6. PW shall not be responsible for more than one incorrect advertisement published in the newspaper. Advertiser or its agency hereby agrees to promptly review the advertisement upon its initial publication and to notify PW immediately in the event of any error in its publication.
7. Under no circumstances shall PW be liable to damages resulting from either the publication of an incorrect advertisement or the failure to run an advertisement for any amount greater than the cost of the publication of one advertisement.
8. Advertiser and its agency shall assume full responsibility and liability for all content of advertisements in PW and shall assume full responsibility for any claims arising therefrom made against PW. Advertiser and its agency hereby agree to indemnify and hold PW harmless from any and all expenses or losses including, but not limited to, reasonable attorney's fees and court costs incurred by PW, by reason of any and all claims arising out of the publication of any advertisement placed by advertiser and its agency. Claims for allowance for error must be made within one week from date of advertising.
9. There shall be no cash refunds resulting from an Advertising Agreement to advertise in PW. Refunds shall be limited solely to additional advertising space in PW.
10. Publisher reserves the right to revise its advertising rates and discounts at any time upon thirty days notice in writing to Advertiser; in such case Advertiser will be given the benefit for the period elapsed of such rate as Advertiser would have earned had advertising been continued in the same volume throughout the term as during the portion of the term which has elapsed.
11. Advertiser irrevocably authorizes any attorney of any court of record to appear for Advertiser in any and all actions brought by Publisher to recover Publisher's charges as well as other amounts unpaid and/or to be paid by Advertiser and such action or actions to assess damages and confess judgment against Advertiser and in favor of Publisher for such charges and other amounts, together with interest and court and sheriff's costs and charges as well as an attorney's commission for collection equalling the greater of either 33% of such charges or amounts of \$500.00. The foregoing warrant of attorney authorizes judgements be confessed from time to time before and after the Termination Date for separate charges and amounts as or after they become due, and successive actions may be commenced, damages assessed and judgements entered therefor. Advertiser hereby waives and releases all errors in any and all such actions, consents to immediate execution without further process and waives review and hearing before entry of judgement(s) as well as before issuance and service of writs and other process for attachment, garnishment and other execution, Advertiser however having such rights or remedies thereafter as law and rule of court allows for review and hearing. This Contract constitutes the entire agreement of Publisher and Advertiser and supercedes all previous contracts, agreements, orders, tendings and arrangements. Publisher and Advertiser have executed this Contract, intending to be legally bound hereby.
12. Publisher reserves the right to approve all copy. Publisher has the right to reject any advertisement, or to cancel any advertisement, even if it was originally acknowledged and accepted for publication.

General Information

PW, now in its 36th year, is Philadelphia's largest weekly publication with an audited circulation of 100,769.

By publishing enterprising news stories overlooked by other media, exceptional coverage and criticism of the arts, a comprehensive calendar of events and the city's best-read classifieds, PW has developed an audience of active, educated and affluent adults who are difficult to reach via conventional media.

Circulation

PW is a controlled circulation weekly distributed at nearly 2,500 retail outlets and street boxes throughout the Philadelphia metropolitan area. Most copies are picked up by readers between Wednesday and Friday. The weekly return rate averages less than 2% at press time. Circulation is audited by Verified Audit Circulation. Their reports are available upon request.

Publication Dates and Closing

Dated and distributed every Wednesday, PW is published every week of the year.

All space reservations must be made by 5pm Friday, five days before the Wednesday of publication. All copy and materials for ads requiring production work must be received by 5pm Friday.

Advertisers are billed for all space reserved. Cancellation and changes cannot be accepted after 5pm Friday, 5 days before publication.

Holidays that are celebrated on weekdays cause the deadlines for the issue published that same week to be advanced one business day.

Proofs

PW is not responsible for errors on copy once the advertiser has approved a proof.

Any ad that is submitted after 5pm Friday is not guaranteed a proof prior to publication PW cannot be responsible for errors.

Position

PW will position advertisements at their discretion. No credit will be extended due to positioning. Premium positions can be reserved for an additional 25% charge, 1/4 page minimum.

Color

Full four-color process and spot color are available. Spot color is \$225 per color in addition to regular space charges. Four-color process is available for \$675 in addition to regular space charges.

Mechanical Requirements

PW is printed on newsprint, and so the use of overprints and reverses containing type smaller than 10 pt. is discouraged; the result of their use can never be guaranteed. All digital material ads should have a border & conform to our ad dimensions. Screened art should be no finer than 85 lines. Bendays lighter than 30% or darker than 80% will be accepted at the advertiser's risk. Also at the advertiser's risk will be the quality of reproduction of screened artwork which must be enlarged or reduced, and color artwork which must be converted to black and white.

Credit Policy

PW require payment in advance (with submission of copy) for an advertiser's first four ads. A credit application must be completed and approved by the business manager to establish a billed account. Upon credit approval and establishment of billing, payment is due upon receipt of invoice. An account shall be considered and treated as past due if payment is not received within 30 days of the initial billing.

Agency Discounts

Recognized agencies providing good quality digital materials receive a 15% discount on space charges.

Non-Profit Discounts

Organizations registered with the appropriate taxing authorities receive a 15% discount on space charges. They cannot, however, claim both agency and non-profit discounts.

