

# retail advertising rate card

January 2008  
101,262 WEEKLY CIRCULATION  
VAC AUDITED 2007

## AD DIMENSIONS

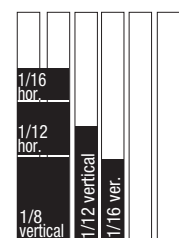
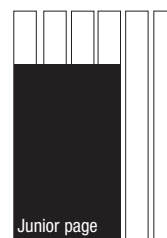
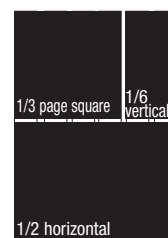
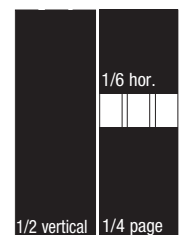
SAU Ad Size	Width inches	Height inches
Full	10"	10.875"
3/4	10"	8.125"
2/3 Vertical	6.625"	10.875"
2/3 Horizontal	10"	7.208"
1/2 Vertical	4.9375"	10.875"
1/2 Horizontal	10"	5.375"
1/2 Junior	6.625"	8.125"
1/3 Vertical	3.25"	10.875"
1/3 Horizontal	10"	3.542"
1/3 Square	6.625"	5.375"
1/4	4.9375"	5.375"
1/6 Vertical	3.25"	5.375"
1/6 Horizontal	4.9375"	3.542"
1/8 Vertical	3.25"	4"
1/8 Horizontal	4.9375"	2.625"
1/12 Vertical	1.5625"	5.375"
1/12 Horizontal	3.25"	2.625"
1/16 Vertical	1.5625"	4"
1/16 Horizontal	3.25"	2.075"

## COLUMN WIDTHS

### 6-Column Format

- 1 column — 1.5625"
- 2 columns — 3.25
- 3 columns — 4.9375"
- 4 columns — 6.625"
- 5 columns — 8.3125"
- 6 columns — 10"

	OPEN	5x	14x	27x	52x
<b>Full</b>	\$3,070	\$2,835	\$2,620	\$2,455	\$2,095
<b>3/4</b>	\$2,455	\$2,190	\$2,050	\$1,855	\$1,690
<b>2/3</b>	\$2,060	\$1,915	\$1,775	\$1,610	\$1,415
<b>Jr</b>	\$1,855	\$1,750	\$1,595	\$1,450	\$1,295
<b>1/2</b>	\$1,535	\$1,430	\$1,330	\$1,205	\$1,080
<b>1/3</b>	\$1,010	\$955	\$895	\$840	\$705
<b>1/4</b>	\$745	\$700	\$680	\$635	\$535
<b>1/6</b>	\$525	\$485	\$460	\$440	\$385
<b>1/8</b>	\$395	\$360	\$340	\$325	\$285
<b>1/12</b>	\$265	\$250	\$235	\$230	\$190
<b>1/16</b>	\$220	\$195	\$175	\$165	\$140
<b>Inch Rate</b>	\$46	\$43	\$40	\$37	\$32



- \* Frequency rates apply only if the contract is completed in consecutive weeks according to terms.
- \* Rates are net and per ad insertion.



philadelphia weekly

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	Open	6x	12x	26x
<b>Full</b>	\$3,464	\$3,087	\$2,652	\$2,492
<b>3/4</b>	\$2,626	\$2,235	\$2,009	\$1,884
<b>2/3</b>	\$2,343	\$2,083	\$1,792	\$1,680
<b>JR</b>	\$2,348	\$2,088	\$1,797	\$1,685
<b>1/2</b>	\$1,799	\$1,588	\$1,338	\$1,257
<b>1/3</b>	\$1,213	\$1,077	\$925	\$870
<b>1/4</b>	\$900	\$799	\$686	\$647
<b>1/6</b>	\$622	\$552	\$475	\$445
<b>1/8</b>	\$463	\$412	\$351	\$330
<b>Color</b>	One Color Plus Black \$350 Four-color process \$900			
<b>FSI</b>	\$55/m			



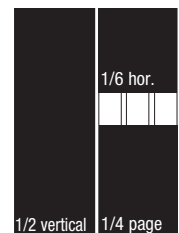
Full page



3/4 page



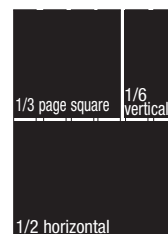
2/3 horizontal



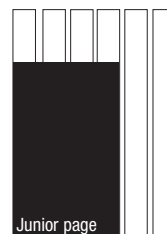
1/2 vertical 1/4 page



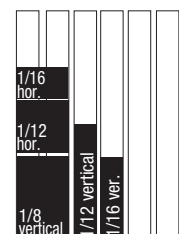
2/3 vertical 1/3 vertical



1/3 page square 1/6 vertical  
1/2 horizontal



Junior page



1/16 hor.  
1/12 hor.  
1/8 vertical  
1/12 vertical  
1/16 vertical

\* Rates are gross and per insertion.