



JUNIOR INQUIRER AD RATES AND POLICIES

The most widely circulated news magazine for kids and teens in broadsheet and magazine format. Junior Inquirer's kid-friendly editorial excellence has been awarded by both the UNICEF and the Philippine Press Institute.

The Junior Inquirer (Metro) is Philippine Daily Inquirer's section that's specifically dedicated for kids. Published every Saturday in tabloid format, 50,000 copies are distributed to the top schools of Metro Manila the first three Saturdays of the month for free.

The Junior Inquirer (Special) is Philippine Daily Inquirer's once-a-month treat for kids. Now with a bigger national scope in broadsheet format, JI Special is distributed every last Saturday of the month with every copy of PDI.

READERSHIP

AB and upper C, 6-12 years old, early high school; inquisitive, loves to learn about new things (from nature to technology, from entertainment to new discoveries); part of a dual income household; friendly, imaginative and creative; loyal (they look forward to JI every time it comes out)

AD RATES:

Base Rate:

Php 165.00 per column/centimeter

Ad Rates:

Approximate Size	Size	Black & White
Full page	7cols. x 30cm.	143,100.00
1/2 page	7cols. x 15cm.	108,000.00
	4cols. x 26cm.	84,000.00
1/4 Page	7cols. x 8cm.	72,900.00
	4cols. x 13cm.	36,000.00

Rates are exclusive of 10% VAT

Color Surcharges:

Full Color	35%
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Size Conversion Table

1 column	3.2 cm
2 columns	6.7cm
3 columns	10.2cm
4 columns	13.8
5 columns	17.5
6 columns	21.0
7 columns	24.7

POLICIES AND REQUIREMENTS:

DEADLINES:

- ? Deadline for reservation: One (1) week before publication
- ? Deadline for material submission: Four (4) days before publication

MECHANICAL REQUIREMENTS:

Digital Files: Corel Draw, Adobe Photoshop/Acrobat/PageMaker, Illustrator, Freehand, PDF or TIF

Terms and Conditions

The Philippine Daily Inquirer reserves the right:

- ? To accept/reject advertisements in accordance with the publisher's policies.
- ? To not be bound by any condition appearing on any advertiser's or advertising agency's contracts, orders, or copy instructions which conflict with publication policies.
- ? To have all ads clearly identified by the trademark or signature of the advertiser. Materials which in the judgement of the Philippine Daily Inquirer look like or resemble editorial page or ads in cartoon technique may be marked "Advertisement" or "Advt"
- ? To reject ads promoting sauna and massage parlors, bold shows and similar entertainment and those exploiting sex
- ? To not be responsible for poor production caused by materials with wrong specification
- ? Only written complaints filed within 30 days after the publication shall be entertained
- ? Final layout and copy are subject to editorial approval

Materials that are not in the possession of the Philippine Daily Inquirer at our deadline will be replaced by a similarly sized "Inquirer" house ad. The space reserved will be billed to the advertisers and/or the advertising agency responsible for the delayed material.