



CLASSIFIED AD RATES AND POLICIES

More than 50 top companies "have placed ads in Libre." What do they know that you don't?

Aimed at 600,000 working class commuter of LRT and MRT, Inquirer Libre provides a captive audience with the time to read news and advertising messages. With its crisp, exciting articles and handy size, these early morning commuters no longer sleep or do nothing inside the train. When they get off the train, they pass on their copies to officemates, friends and family members thus, extending the reach of the paper. But the best thing about Libre is that it is FREE.

Making it perhaps the most captivating thing in transit. The companies on board took the right vehicle to reach their market: Libre. So, what are you waiting for? Climb on board.

Base Rate

| Ad Type | Local Ad Rates | Foreign Ad Rates |
|-------------------|-----------------------------|----------------------|
| Job Ads | Php200.00 + 10% VAT/col. cm | US\$10.00 per col.cm |
| Classified Box Ad | Php254.00 + 10% VAT/col. cm | US\$3.00 per line |

| Monday to Friday | | |
|------------------|--------------|----------------|
| Size | Job Ads | Classified Box |
| 7x30 col. cm | Php46,200.00 | Php59,740.00 |
| 7x15 col. cm | Php23,100.00 | Php29,870.40 |
| 3x15 col. cm | Php9,900.00 | Php12,801.60 |
| 3x10 col. cm | Php6,600.00 | Php8,534.40 |
| 2x10 col. cm | Php4,400.00 | Php5,689.60 |
| 2x5 col. cm | Php2,200.00 | Php2,844.80 |

**All Prices are inclusive of VAT
1 column = 3.00 cms(width)
(Computation: col x cm x rate = total cost + 10% VAT)*

POLICIES AND REQUIREMENTS:

Deadlines

Two (2) days before the date of issue

Mechanical Requirements

- . • Color Ads : Positive or Negative with colorguide or proof
- . • Black and White Ads : Positive or Negative
- . • Digital Pre-press in diskette or zip disk

(Applications: Pagemaker, Corel Draw, Photoshop)

Screen Requirements

Approximately 85 to 100 lines per square inch.

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.

Advertising production material not claimed within twelve (12) months of last publication will be disposed by the Inquirer.