



## INQUIRER LIBRE DISPLAY AD RATES AND POLICIES

Metro Manila's most widely circulated free newspaper – a pioneer in developing readership among the mass market. Written in English and Filipino, and distributed at Metro Rail Transit and Light Rail Transit stations, piers, WG&A SuperFerry, some McDonald's outlets, and NAIA Terminal 1, Inquirer Libre is brain food that meets the working class' RDA for news and entertainment.

Inquirer Libre provides news and information in a short and concise manner that many readers in the broad C prefer. Despite it's tabloid format, Libre has many practical and fun sections like News, Showbuzz, Sports, Horoscope, Business opportunities and classifieds, Facts Machine, Comics, Crossword puzzle, Health tips, and an advice column.

### READERSHIP

**Gender:** 55% Female, 45% Male

**SEC:** 2% AB, 7% Upper C, 48% Lower C, 43% D

**Age:** 60% 18-25 years old, 23% 26-35 years old, 9% 36-45 years old, 7% 46-55 years old, 1% 56-60 years old

**Marital Status:** 63% Single, 37% Married

**Educational Attainment:** 50% Finished College, 35% some college, 9% Finished high school, 3% some high school, 3% Vocational

**Monthly Household Income:** 5% PHP3,001-8,000; 31% PHP8,001-15,000; 40% PHP15,001-30,000; 11% PHP30,001-40,000; 8% PHP 40,001-50,000; 5% PHP50,000

*\* Source: Asian Market Intelligence, Project Arizona: Readership Profiling Study 2002*

### AD RATES:

#### Base Rate

Php 254.00 per column/centimeter (Monday to Friday)

Monday to Friday				
Approximate Size	Size	Area (col/cm)	Full Color	Black and White
Full Page	7 cols. x 30 cm	210	Php 96,012.00	Php 53,340.00
3/4 page	7 cols. x 23 cm	161	Php 73,609.20	Php 40,894.00
	5 cols. x 30 cm	150	Php 68,580.00	Php 38,100.00
1/2 page	7 cols. x 15 cm	105	Php 48,006.00	Php 26,670.00
	5 cols. x 21 cm	105	Php 48,006.00	Php 26,670.00
1/4 page	7 cols. x 7.5 cm	52.5	Php 24,003.00	Php 13,335.00

	3 cols. x 17.5 cm	52.5	Php 24,003.00	Php 13,335.00
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**Position Surcharge:**

Front	30%
Back	15%

**Color Surcharge:**

One (1) Spot Color	30%
Two (2) Spot Color	60%
Full Color	80%

**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**

Reservation	5PM two(2) days before publication
Materials	3PM day before publication
Cancellation	3PM day before publication

**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)

\* Free Ad Layout Service Available

## **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.