



**PHILIPPINE DAILY INQUIRER
NATIONAL CLASSIFIED AD RATES
(including Obituary Section)**

The widest-reaching Classifieds. Read by over 2.8 million readers nationwide. Inquirer's National Classifieds is the most practical means of conveying your message to the nation. National Classifieds accepts both line and box ads and is open to obituary, bidding, recruitment, public notice, sale-of-assets, and personal types of advertisements. Advertisers in National Classifieds can also have their ads designed for free, providing special meaning for personal announcements and obituaries.

Rates (Monday - Sunday)

Line Ad : Php 75.00 + 12% VAT/line

Box Ad : Php 245.00 + 12% VAT

Government Rate (Box Ad)

Php 190.00 + 12% VAT/col.cm

Foreign Ad Rates

Box Ad : US\$ 13.00 per col. cm

Line Ad : US\$ 3.00 per line

1 column = 3.00 cms(width)

Computation: (col x cm x rate = total cost + 12% VAT)

Monday to Sunday	
Full page 9 x 53 ccm	Php 130,888.80
1/2 Page 9 x 27 ccm	Php 66,679.20
1/4 Page 4 x 30 ccm 5 x 24 ccm 6 x 20 ccm	Php 32,928.00
1/8 Page 3 x 20 ccm 4 x 15 ccm	Php 16,464.00
1/16 Page 3 x 10 ccm	Php 8,232.00

*All Prices are inclusive of 12% VAT

Deadline: 12nn, daily

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.

For inquiries:

Classified Ads Division:

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