



DISPLAY AD RATES
Effective March 01, 2009

Monday- Saturday Base Rate: P 353.00/ccm

Monday to Saturday					
		Black & White	1 Color + 30%	2 Colors + 60%	Full Color + 80%
Full page	9x53 ccm	168,381.00	218,895.30	269,409.60	303,085.80
3/4 page	9x40 ccm	127,080.00	165,204.00	203,328.00	228,744.00
	7x40 ccm	98,840.00	128,492.00	158,144.00	177,912.00
1/2 page	9x27ccm	85,779.00	111,512.70	137,246.40	154,402.20
1/4 page	5x24 ccm	42,360.00	55,068.00	67,776.00	76,248.00
	4x30 ccm				
	3x40 ccm				
1/8 page	4x15 ccm	21,180.00	27,534.00	33,888.00	38,124.00
	3x20 ccm				
	2x30 ccm				

* Prices are exclusive of 12% VAT.

Base Rate :
Php 407.00 per column/centimeter (Sunday)

Sunday					
		Black & White	1 Color + 30%	2 Colors + 60%	Full Color + 80%
Full page	9x53 ccm	194,139.00	252,380.70	310,622.40	349,450.20
3/4 page	9x40 ccm	146,520.00	190,476.00	234,432.00	263,736.00
	7x40 ccm	113,960.00	148,148.00	182,336.00	205,128.00
1/2 page	9x27ccm	98,901.00	128,571.30	158,241.60	178,021.80
1/4 page	5x24 ccm	48,840.00	63,492.00	78,144.00	87,912.00
	4x30 ccm				
	3x40 ccm				
1/8 page	4x15 ccm	24,420.00	31,746.00	39,072.00	43,956.00
	3x20 ccm				
	2x30 ccm				

* Prices are exclusive of 12% VAT.

Position Surcharges:

Centerspread	+20%
Pages 3,5,7	+15%
Backpage Main	+15%
Back page Business	+15%
Frontpage Lifestyle	+15%
Frontpage Business	+20%

Column Guide

1 column	3.0 cm
2 columns	6.34cm
3 columns	9.69cm
4 columns	13.03
5 columns	16.38
6 columns	19.72
7 columns	23.06
8 columns	26.41
9 columns	29.75

Ear Ads : Black and White

(+ 80% color surcharge on full color ads)

Monday to Saturday	Php 6,266.35
Sunday	Php 6,944.30

Flyer Insert Rate: Php 1.35 /flyer

(5,000 minimum no. of flyers/deadline - 4 days prior to publication)

Policies and Requirements**Booking Deadlines:****Overnight Sections**

Main, Business, Sports, Lifestyle, Sunday Biz, Business Monday & Friday: 12NN, one (1) day before issue date

Advanced Sections

2BU!, Super, Entertainment, Motoring: 2pm, two(2) days before issue date

Material Format (Digital)

Software: Corel Draw, Adobe Photoshop/Acrobat/Pagemaker, Illustrator, Freehand

File Type:

Black & White Ads - .jpg

Full Color/Colored Ads - .pdf, .tiff, .eps

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.

Note: Prices are subject to changed without notice.