



ADVERTISING RATES

Rates Per Column Inch.

Note: Ads will be billed to the nearest quarter inch depth.

| | | | |
|--------------|------------|------------|------------|
| | 15% | 25% | 40% |
| <u>Local</u> | <u>13x</u> | <u>26x</u> | <u>52x</u> |
| \$14.80 | \$12.58 | \$11.10 | \$8.88 |

Non-Profit Agency Rate is a 10% Discount

COLOR RATES

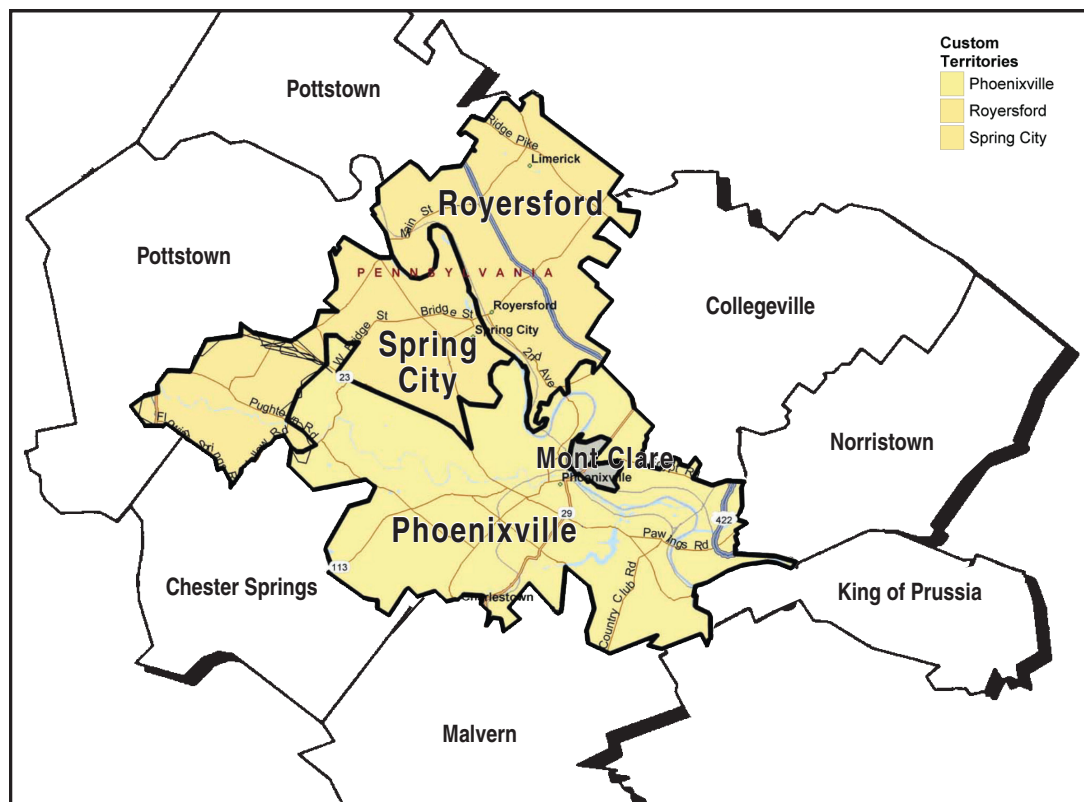
ROP.....\$7 per col. in. Classified.....\$7 per col. in.

Color is subject to availability. Regular deadlines apply.
Color rates are per ad.

CLASSIFIED RATES

DISPLAY (Rates Per Column Inch)

| | | | |
|------------------|------------|------------|------------|
| <u>Open Rate</u> | <u>13x</u> | <u>26x</u> | <u>52x</u> |
| \$13.26 | \$11.93 | \$11.27 | \$9.95 |





The Phoenix (Rates Effective January 1, 2010)

Phoenixville Office: 225 Bridge Street, Phoenixville, PA 19460
(610) 933-8926 • Fax (610) 933-1187

Circulation: 10,000 copies • Distribution Day: Saturday

| | | |
|---------------------|------------|--------------|
| Zip Code Breakdown: | | Circ. |
| Parkerford..... | 19457..... | 5 |
| Phoenixville..... | 19460..... | 4,509 |
| Spring City..... | 19475..... | 165 |
| Collegeville..... | 19426..... | 5 |
| Phoenixville..... | 19453..... | 75 |
| Royersford..... | 19468..... | 5,242 |
| | | Total 10,000 |

PERSONNEL

Publisher.....Patricia Paul
Editor.....Leann Pettit

REPRESENTATIVES

Robert Hitchings Company
Plymouth Meeting, PA.....(610) 941-3555
Mid-Atlantic Newspapers, Inc. (PNPA)
Harrisburg, PA.....(717) 703-3030
Journal Register Newspaper Network
48 West Huron, Pontiac, MI 48342.....(248) 322-2199

COMMISSION & TERMS OF PAYMENT

- A. Retail rates are not commissionable and do not earn cash discounts.
- B. All bills for advertising are due and payable upon receipt and are considered past due after 25 days.
- C. Transient classified bills are due upon receipt.
- D. Advertising charges not paid within 25 days of receipt of statement are subject to a late payment charge of 1.5% per month.

GENERAL RATE POLICY

- A. Phoenixville Newspapers reserves the right to edit, revise or reject any advertising. No liability shall attach to the Publisher of Phoenixville Newspapers for interruption of publication or limitation of size and/or number of pages printed due to a shortage of material, failure of transportation, flood, fire, riots, strikes, acts of God, or other causes beyond its control.
- B. Phoenixville Newspapers does not guarantee any given level of circulation or readership for an advertisement.
- C. The advertiser assumes liability for all content (including text representation and illustrations) of advertisements published and also assumes responsibility for any claims arising therefrom made against Phoenixville Newspapers, including costs associated with defending against such a claim.
- D. The Publisher reserves the right to change advertising rates upon thirty (30) days written notice.
- E. No brokered space accepted.
- F. Advertising that might be mistaken by a reader as news, feature or other non-advertising materials must clearly be marked "advertisement".
- G. All positions are at the option of Phoenixville Newspapers, unless purchased. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published. Phoenixville Newspapers will seek to comply with position requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be followed. Misclassification of classified ads is not permitted.
- H. Except where specifically noted in the rate card, the Publisher neither sells nor guarantees position. Every effort will be made to accommodate reasonable position requests.
- I. Failure to meet position requests will not constitute cause for adjustment, refund or rerun.
- J. Phoenixville Newspapers shall be under no liability for its failure for any cause to insert an advertisement.
Advertiser hereby warrants and represents that the advertisement is neither false nor defamatory. Advertiser agrees to indemnify and hold harmless the publisher from and against any cost or expense, including legal fees and court costs, which are incurred as a result of or in connection with any claim or action brought against the publisher which arises out of any alleged false or defamatory matter.

CONTRACT & COPY REGULATIONS

Phoenixville Newspapers will exercise due care to prevent omissions and mistakes; but, it's total liability for any published error shall not exceed the space in which the error occurred. Credit, when allowed, will apply to the first insertion only. Advertisers should check the paper for the accuracy of their advertising. Phoenixville Newspapers will not be responsible for more than one incorrect insertion. Please call to inform of any errors. There will be no adjustments made for ads published in reverse type or with screen overlays. Set ads not run in Phoenixville Newspapers will be billed at the rate of \$5.00/column inch. Ads killed after deadline will be billed at the rate of \$5.00/column inch. Cancellations of changes cannot be guaranteed in classified advertising between the time the ad is ordered and the initial publication. Phoenixville Newspapers does not assume any liability for the return of printing material in connection with advertising unless specific written request is received to hold such material subject to order for a period not exceeding thirty (30) days. Claims for errors must be made within thirty (30) days following publication date. Phoenixville Newspapers reserves the right to rebill advertisers at the appropriate rate for failure to meet contract requirements. A signed contract is required to earn a frequency discount. Upgrades are the responsibility of the advertiser.

MECHANICAL REQUIREMENTS

| | | | |
|--|-----------|-----------------|------------|
| ROP Broadsheet - Full page is 6 columns x 20.5 inches deep | | | |
| 1 Column..... | 1.833 in. | 4 Columns..... | 7.708 in. |
| 2 Columns..... | 3.792 in. | 5 Columns..... | 9.667 in. |
| 3 Columns..... | 5.750 in. | 6 Columns..... | 11.625 in. |
| Classified Broadsheet - Full page is 10 columns x 20.5 inches deep | | | |
| 1 Column..... | 1.097 in. | 6 Columns..... | 6.944 in. |
| 2 Columns..... | 2.267 in. | 7 Columns..... | 8.114 in. |
| 3 Columns..... | 3.436 in. | 8 Columns..... | 9.283 in. |
| 4 Columns..... | 4.606 in. | 9 Columns..... | 10.453 in. |
| 5 Columns..... | 5.775 in. | 10 Columns..... | 11.622 in. |

DEADLINES

Space & Copy Deadline 10:00 AM Thurs.
Electronic Files - Noon One Business Day Prior

PREPRINTS

| | |
|--|---------|
| | CPM |
| Up to 7 tab size pages..... | \$57.00 |
| 8 to 20 tab size pages..... | \$61.00 |
| 21 to 36 tab size pages..... | \$68.00 |
| Over 36 tab size pages..... | \$86.00 |
| Deadline: Prior Thursday at 10:00 AM. Call for quantities. | |

Print/Insertion "Packages" available

We can provide an attractive insertion piece, including designing and typesetting. PLEASE CALL FOR SPECIFIC DETAILS!

For less than full run circulation, add a \$35.00 handling charge.

PLEASE NOTE: If folding of preprint piece is required, a folding of \$27.00 per M will be included in billing. (Contact our circulation department for size specifics.)

Mechanical Requirements:

Bundled in turns of 50 or 100. Folded size not more than 12"x10" or less than 5"x7" unless specifically approved. Inserts must be packed on skids. Deck size 36"x45", min. runner under clearance 4 1/2", distance between runner 15".

Deliver inserts to **Journal Register Offset, 390 Eagleview Blvd., Exton, PA 19341 610-280-2295.**

Delivery hours 7:00 AM -3:00 PM Monday through Friday.

Due to variances in newspaper circulation draws on a day-to-day basis the quantity you send us may be over or under what we need to fulfill your distribution instructions on a given day. To assure efficient coverage we will, depending on whether your supplied quantity is over or under our need for that day, add distribution closest to each store or subtract furthest away based on your buy in home-delivery. In addition we will subtract from or add to single copy distribution based on variances in draws. In both cases, we understand that home delivery is most valuable and will act accordingly.

GET ACQUAINTED SPECIAL

Get Acquainted Special for new advertisers with a first-time insertion at local rate - Get 25% discount off the local rate on ads picked-up (repeated) and run the next three consecutive weeks. To receive the discount, the advertiser must request it at the time of the first insertion.