



# 2014

# PHILADELPHIA RATE CARD

Local Rates

Rates Effective: 1/1/14

## Standard Formats

Ad Unit	1x	5x	13x	26x	39x	52x
Full Page	\$5,760	\$4,610	\$4,030	\$3,740	\$3,460	\$2,880
Junior Page	\$3,600	\$2,880	\$2,520	\$2,340	\$2,160	\$1,800
Half Page	\$3,020	\$2,420	\$2,120	\$1,970	\$1,810	\$1,510
Third Page	\$2,110	\$1,690	\$1,480	\$1,370	\$1,270	\$1,060
Quarter Page	\$1,660	\$1,320	\$1,160	\$1,080	\$990	\$830
Sixth Page	\$1,250	\$1,000	\$870	\$810	\$750	\$620
Eighth Page	\$1,010	\$810	\$710	\$660	\$600	\$500
Twelfth Page	\$700	\$560	\$490	\$450	\$420	\$350
Business Card	\$370	\$290	\$260	\$240	\$220	\$180

## Creative Formats

Ad Unit	1x	5x	13x
Skybox	\$2,670	\$2,130	\$1,870
Mast Banner	\$1,570	\$1,260	\$1,100
Front Page Banner	\$4,510	\$3,610	\$3,160
J-Front Cover	\$11,620	\$9,290	\$8,130
Spadea 4"	\$15,000	\$12,000	\$10,500
Spadea 6"	\$18,000	\$14,400	\$12,600
Spadea 8"	\$21,000	\$16,800	\$14,700
Cover Wrap	\$43,780	\$35,020	\$30,640
Glossy Cover Wrap	\$51,840	\$41,470	\$36,290

### GPAR MEMBER DISCOUNT (15% off 13x rate)

\$1,590
\$935
\$2,686
\$6,911
\$8,925
\$10,710
\$12,495
\$26,044
\$30,847

## Premium Positions

Back Page	25%
Page 3	20%
Page 5 or 7	15%
Other Guaranteed	10%

## Frequency Discounts

Ads must run within 5-business days

Repeat: 1st Ad	15%
Repeat: 2nd/3rd Ad	25%

### GPAR MEMBER DISCOUNT (15% off 52x rate)

\$2,448
\$1,530
\$1,284
\$901
\$706
\$527
\$425
\$298
\$153

### GPAR MEMBER ADDED VALUE

50,000 Online Impressions
50,000 Online Impressions
50,000 Online Impressions
25,000 Online Impressions
25,000 Online Impressions
25,000 Online Impressions
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**\*FREE color**  
**\*FREE advertorial with any 8x commitment**

All advertisements are 4-color (Metro does not charge a premium for color).  
Terms and Conditions: All rates are in NET terms and All premium positions are subject to availability and publisher's approval.

For advertising opportunities contact sales at 215-717-2695 or [adsphilly@metro.us](mailto:adsphilly@metro.us)