

RATE CARD 2011

PHILADELPHIA - LOCAL RATECARD

| Ad | | 1x | 5x | 13x | 26x | 39x | 52x |
|---------------------|---------|---------|---------|---------|---------|---------|---------|
| Full Page | 4/COLOR | \$4,431 | \$3,545 | \$3,102 | \$2,880 | \$2,659 | \$2,216 |
| | B&W | \$4,022 | \$3,217 | \$2,815 | \$2,614 | \$2,413 | \$2,011 |
| Junior Page | 4/COLOR | \$2,730 | \$2,184 | \$1,911 | \$1,775 | \$1,638 | \$1,365 |
| | B&W | \$2,489 | \$1,991 | \$1,742 | \$1,618 | \$1,493 | \$1,244 |
| Half Page | 4/COLOR | \$2,342 | \$1,873 | \$1,639 | \$1,522 | \$1,405 | \$1,171 |
| | B&W | \$2,132 | \$1,705 | \$1,492 | \$1,385 | \$1,279 | \$1,066 |
| Third Page | 4/COLOR | \$1,638 | \$1,310 | \$1,147 | \$1,065 | \$983 | \$819 |
| | B&W | \$1,491 | \$1,193 | \$1,044 | \$969 | \$895 | \$746 |
| Quarter Page | 4/COLOR | \$1,292 | \$1,033 | \$904 | \$839 | \$775 | \$646 |
| | B&W | \$1,176 | \$941 | \$823 | \$764 | \$706 | \$588 |
| Sixth Page | 4/COLOR | \$945 | \$756 | \$662 | \$614 | \$567 | \$473 |
| | B&W | \$861 | \$689 | \$603 | \$560 | \$517 | \$431 |
| Eighth Page | 4/COLOR | \$777 | \$622 | \$544 | \$505 | \$466 | \$389 |
| | B&W | \$704 | \$563 | \$492 | \$457 | \$422 | \$352 |

CREATIVE UNITS*

Metro prides itself on its creative solutions for advertisers. Please call to discuss special zoned geo-targeting opportunities.

| | | | |
|---|----------|--------------------------------------|----------|
| Cover Wrap | \$38,924 | Double Page Centerspread | \$19,467 |
| Half Wrap | \$20,549 | Double Half Page Centerspread | \$10,280 |
| L-Front Domination (includes back page) | \$15,328 | Front Page Skybox | \$1,386 |
| Pop-up (4-panel) | \$9,429 | Front Page Banner | \$2,940 |

PREMIUM POSITIONS

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

ADDITIONAL DISCOUNTS*

* ads must run within 5-business days

| | |
|----------------------------|-----|
| Repeats: 1st Ad | 15% |
| Repeats: 2nd/3rd Ad | 25% |

Rates effective date Jan. 1, 2011

Terms and Conditions: All rates are in GROSS terms and All premium positions are subject to availability and publisher's approval.