



AD SIZE GUIDE					
Size	Dimensions	B&W	1 Color (30%)	2 Colors (60%)	Full Color (80%)
<b>Full Page</b>	<b>7 col x 30 cm</b>	Php 53,340.00	Php 69,342.00	Php 85,344.00	Php 96,012.00
<b>Three Fourth</b>	<b>7 col x 23 cm</b>	40,894.00	53,162.20	65,430.40	73,609.20
	<b>5 col x 30 cm</b>	38,100.00	49,530.00	60,960.00	68,580.00
<b>Half Page</b>	<b>7 col x 15 cm</b>	26,670.00	34,671.00	42,672.00	48,006.00
	<b>5 col x 21 cm</b>	26,670.00	34,671.00	42,672.00	48,006.00
<b>One Fourth</b>	<b>7 col x 7.5 cm</b>	13,335.00	17,335.50	21,336.00	24,003.00
	<b>3 col x 17.5 cm</b>	13,335.00	17,335.50	21,336.00	24,003.00

CREATIVE EXECUTIONS		
FALSE COVER	WEATHER MODEL BOX	ENJOY SECTION
<b>Package 1 - P 124, 815.60</b> Front False Cover (FC) Free: Inside False Cover (BW) *Same publication date	Each package consists of: 1. One (1) half page, full color (day 1) 2. Four (4) 3 cols x 10 cm, full color (days 2-5)	<b>Package 1 Comics portion-</b> <b>P7,924.00 (+80% for FC)</b>
<b>Package 2 - P 192, 024.00</b> Front False Cover (FC) + 1 Full Page (FC) Free: Inside False Cover (BW) *Same publication date	<b>Package 1:</b> One- Week placement, P 92, 583.00  <b>Package 2:</b> Two-Week Placement, P 184, 592.00	<b>Package 2 Crossword portion-</b> <b>P13, 208.00 (+80% for FC)</b>
<b>Package 3 - P 200, 000.00*</b> Full Spread (front & back pages, FC) Free: Inside False Cover (BW) *Same publication date	<b>Package 3:</b> Three-Week Placement, P 231, 457.50  <b>Package 4:</b> Four- Week Placement, P 288, 149.40	<b>Package 3 Fax Machine portion-</b> <b>P5, 448.30 (+80% for FC)</b>

COLUMN GUIDE	
Column	Dimension
1	3.27 cm
2	6.89 cm
3	10.51 cm
4	14.13 cm
5	17.75 cm
6	21.38 cm
7	25.0 cm

BOOKING DEADLINES	
Reservation	Materials
5:00 pm (2)days before publication	5:00 pm a day before publication
<b>3:00 p.m. a day before publication</b>	

MATERIAL FORMAT (digital)
File Format
.jpeg / .pdf / .tiff / .eps

**POLICIES:**

- The only ad that will be accepted on the front page is a full color foot ad measuring 7 col x 3 cm. The said ad shall be charged a 30% position surcharge and an 80% full color surcharge.
- Flyer inserts are charged at Php 1.35/per insert.
- A full page, full color ad in the outside back page shall be accepted. This will be charged an 80% full color surcharge and a 15% position surcharge.
- The minimum size that is acceptable in the inside pages is 6 column centimeters.
- Advertisements shall be accepted/rejected in accordance with the publisher's policies.
- Inquirer Libre shall not accept ads promoting sauna and massage parlors, bold shows and similar entertainment and those exploiting sex.
- Inquirer Libre shall not be held responsible for poor reproduction caused by materials with wrong specifications.
- Only written complaints filed within thirty (30) days after publication shall be entertained.
- Final layout and copy are subject to editorial approval.

**For advertising inquiries, please call 897-8808 loc. 531 or 895-1510**  
**For classifieds inquiries, please call 782-7662 / 0928-5023462 / 895-1510 or 897-8808 loc. 531/501**