

REVIEW PUBLISHING

• South Philly Review • Philadelphia Weekly • Atlantic City Weekly

South Philly
review
www.southphillyreview.com

The South Philly Review, a community tradition for more than a half-century is delivered FREE to over 60,000 homes every Thursday, completely covering its market.

The South Philly Review is C.P.V.S. audited and ensures delivery to each household. We handle many major advertisers and have extremely competitive insert/niche rates.

The South Philly Review boasts an award winning editorial staff that thoroughly covers local issues. The South Philly Review consistently receives recognition from the Philadelphia Press Association, the Suburban Newspaper Association and others.



Publisher John C. Gallo ext. 101
 Advertising Manager Dan Tangi ext. 129
 Major Accounts Executive Mark Romano ext. 116
 Editor Cynthia Marone ext. 121

The Review has South Philadelphia covered.

The Review covers South Philadelphia like no other publication. With more than six times the midweek circulation of the dailies, the South Philly Review is the most cost-effective way to reach South Philadelphians.

PHILADELPHIA
INQUIRER
8,713

DAILY
NEWS
10,239

Over
60,000

South Philly
review

Retail Display Rates

South Philly Review • 60,000 Circulation CPVS Audited

	OPEN	5x	14x	27x	52x
Full	\$2,200	\$2,000	\$1,800	\$1,700	\$1,500
3/4	\$1,800	\$1,600	\$1,450	\$1,300	\$1,200
2/3	\$1,500	\$1,300	\$1,200	\$1,100	\$1,000
1/2	\$1,300	\$1,100	\$900	\$850	\$750
1/3	\$800	\$750	\$700	\$600	\$550
1/4	\$650	\$550	\$500	\$450	\$400
1/6	\$500	\$450	\$400	\$350	\$300
1/8	\$400	\$350	\$300	\$250	\$200
1/12	\$250	\$225	\$200	\$175	\$150
1/16	\$150	\$140	\$130	\$120	\$99

combination rates 10% off total price

General Policies

Deadlines

Philadelphia Weekly: Friday prior to Wednesday of publication.

South Philly Review: 3 p.m. Monday prior to Thursday of publication.

Atlantic City Weekly: 5 p.m. Friday prior to Thursday publication.

Proofs

Philadelphia Weekly/South Philly Review/Atlantic City Weekly are not responsible for errors on copy once the advertiser has approved a proof. Any ad that is submitted after 5 P.M. Friday is not guaranteed a proof prior to publication and Philadelphia Weekly/South Philly Review/Southwest Review cannot be responsible for errors.

Position

Philadelphia Weekly/South Philly Review/Atlantic City Weekly will position advertisements at their discretion. No credit will be extended due to positioning. Premium positions can be reserved for an additional 25% charge, 1/4 page minimum.

Color Charges

Full four-color process and spot color are available. Spot color is \$200 per extra color in addition to regular space charges. Four-color process is available for \$350 in addition to regular space charges.

Mechanical Requirements

Philadelphia Weekly/South Philly Review/Atlantic City Weekly are printed on newsprint, and so the use of overprints and reverses containing type smaller than 10 pt. is discouraged; the result of their use can never be guaranteed. All camera ready ads should have a border & conform to our ad dimensions. Screened art should be no finer than 85 lines. Screens lighter than 30% or darker than 80% will be accepted at the advertiser's risk. Also at the advertiser's risk will be the quality of reproduction of screened artwork which must be enlarged or reduced, and color artwork which must be converted to black and white.

Credit Policy

Philadelphia Weekly/South Philly Review/Atlantic City Weekly require payment in advance (with submission of copy) for an advertiser's first four ads. A credit application must be completed and approved by the business manager to establish a billed account. Upon credit approval and establishment of billing, payment is due upon receipt of invoice. An account shall be considered and treated as past due if payment is not received within 30 days of the initial billing.

Agency Commission

Recognized agencies providing good quality camera-ready materials receive a 15% commission on space charges.

Non-Profit Discounts

Organizations registered with the appropriate taxing authorities receive a 15% discount on space charges. They cannot, however, claim both agency and non-profit discounts.

Classified Display Rates Non-Commissionable

8 COLUMN FORMAT • Rates Per Column Inch

	OPEN	5x	9x	14x	27x
Philadelphia Weekly	\$45.00	41.00	40.00	36.00	35.00
South Philly Review	\$25.50	23.50	22.50	21.50	20.50
Atlantic City Weekly	\$21.00	19.00	18.00	17.00	16.00

ADULT

	Open	2x	5x	9x	14
Phila. Weekly	\$55	49	43	38	N/A
Atlantic City Weekly	\$25	N/A	N/A	N/A	N/A

Real Estate Display Rates Non-Commissionable

6 COLUMN FORMAT • Rates Per Column Inch

	1x	5x	9x	14x	27x
Philadelphia Weekly	\$42	35	33	28	26
South Philly Review	\$26	24	23	22	21
Atlantic City Weekly	\$21	18	17	15	14

Classified Line Rates Non-Commissionable

	Open	2x	3x	5x	9x	14x	ea. add.5 words
Philadelphia Weekly	\$29	27	N/A	26	25	24	6
South Philly Review	\$32	N/A	N/A	31	29	27	5
Atlantic City Weekly	\$17	N/A	16	15	13	12	2.50
SPR/PW Combo	\$50	49	N/A	47	45	N/A	8

ADULT

	Open	2x	3x	5x	9x	14x	ea. add.5 words
Phila. Weekly	\$30	N/A	N/A	27	26	25	7
Atlantic City Weekly	\$23	N/A	N/A	22	21	20	5
Combo	\$51	N/A	N/A	47	45	43	12

Agate Line Rates

PW \$13 per line / SPR \$13 per line / Combo \$22 per line

Insert Rates

Non-Commissionable

1x	4x	12x
\$55	49	45

Rates per 1,000 pieces. Minimum quantity 20,000.

Advertising rates for other Review Publishing papers (Philadelphia Weekly and/or Atlantic City Weekly) or websites can be obtained by calling your sales representative.

Ad Dimensions

Page (fraction)	Width (inches)	Height (inches)
Full page	10	10.875
3/4	10	8.125
2/3 Vertical	6.625	10.875
2/3 Horizontal	10	7.208
1/2 Vertical	4.9375	10.875
1/2 Horizontal	10	5.375
1/2 Junior	6.625	8.125
1/3 Vertical	3.25	10.875
1/3 Horizontal	10	3.542
1/3 Square	6.625	5.375
1/4	4.9375	5.375
1/6 Vertical	3.25	5.375
1/6 Horizontal	4.9375	3.542
1/8 Vertical	3.25	4
1/8 Horizontal	4.9375	2.625
1/12 Vertical	1.5625	5.375
1/12 Horizontal	3.25	2.625
1/16 Vertical	1.5625	4
1/16 Horizontal	3.25	2.075

Column Sizes

6 Column Format

1 column	— 9.38 picas or 1.5625"
2 columns	— 19.5 picas or 3.25"
3 columns	— 29.63 picas or 4.9375"
4 columns	— 39.75 picas or 6.625"
5 columns	— 49.88 picas or 8.3125"
6 columns	— 60 picas or 10"

8 Column Format (Classified)

1 column	— 7 picas or 1.167"
2 columns	— 14.5 picas or 2.416"
3 columns	— 22.13 picas or 3.6875"
4 columns	— 29.63 picas or 4.9375"
5 columns	— 37.13 picas or 6.1875"
6 columns	— 45 picas or 7.5"
7 columns	— 52.32 picas or 8.72"
8 columns	— 60 picas or 10"