

The Daily Pennsylvanian

CLASSIFIED LINE ADVERTISING INFORMATION

Placing a Classified Ad

You can place your classified line ad through one of these options:

- Online — Go to www.dailypennsylvanian.com/classifieds
- In person — 4015 Walnut Street, 2nd Floor. Office hours are Monday through Friday, 9 a.m. to 5 p.m. Closed weekends.
- By fax — Dial (215) 898-2050.
- By email — advertising@dailypennsylvanian.com.
- By mail — Send to: Classified Ads, The Daily Pennsylvanian, 4015 Walnut Street, Philadelphia, PA 19104.

If you are sending your ad via fax, email, or mail, please include the ad text, dates you want the ad to run, your name, address and phone number, credit card number with security code, expiration date and your name as it appears on your credit card.

Classified Ad Rates

Number Of Days Ad Runs	Rate Per Word Per Day
1-5 days	40¢
6-10 days	35¢
11+ days	30¢
Optional Extras	Rate
Jumbo Headline	\$1.50 per line per day
Bold Text	50¢ per word per day (max. \$4.00 per day)
School Break Online Ads*	Rate
20 words	\$1.00 per weekday (5¢ per additional word)

*Online-only Classified Line ads, available during school break weeks when print issues are not being published.

Publication Schedule

SEPTEMBER							OCTOBER							NOVEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
				1	2	3						1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
27	28	29	30				25	26	27	28	29	30	31	29	30						
DECEMBER							JANUARY							FEBRUARY							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4						1	2	1	2	3	4	5	6		
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
27	28	29	30	31			24 ²⁴ / ₃₁	25	26	27	28	29	30	28							
MARCH							APRIL							END OF YEAR SPECIAL ISSUES							
S	M	T	W	T	F	S	S	M	T	W	T	F	S								
			1	2	3	4					1	2	3								
7	8	9	10	11	12	13	4	5	6	7	8	9	10	Spring Finals Issue 4/29/10 Deadline 4/26/10							
14	15	16	17	18	19	20	11	12	13	14	15	16	17	Graduation Issue 5/14/10 Deadline 5/7/10							
21	22	23	24	25	26	27	18	19	20	21	22	23	24								
28	29	30	31				25	26	27	28	29	30									

Deadlines & Policies

Deadline for classified line advertising is 12 noon one (1) business day prior to publication. This applies only to regular (word) classifieds; display (boxed) ads in the classified section — “Classified Display ads” — follow the display advertising deadline of two (2) business days prior to publication by 3 p.m.

There is a 10-word minimum on all classified ads. Phone numbers count as one word. First 3 words are bold and capitalized. The Daily Pennsylvanian will only assume responsibility for any errors the first day an ad runs.

Tearsheets or proofs are not supplied for classified ads. Classified ad rates are non-commissionable to ad agencies.

No refunds will be made for any cancelled classified ads.

Available Ad Classifications

Adoption	Instruction	Roommates
Adult	Health & Fitness	Services
Entertainment	Help Wanted	Sublet
Business	Lost & Found	Tickets
Opportunities	Miscellaneous	Travel
For Rent	Personals	For Sale
Real Estate	Wanted	