

# The Independent

Your Key to Historic Philadelphia



**Hear Ye! Hear Ye! If you want to reach visitors to Historic Philadelphia, advertise your business in The Independent!**

**Publisher:** The Independent is published by The Constitutional Tours of Philadelphia which produces critically acclaimed tours including The Constitutional Walking Tour of Philadelphia and the Spirits of '76 Ghost Tour of Philadelphia.

**Circulation:** 100,000

**Dates:** May 15, 2008 – September 15, 2008

**Distribution:** Over 100 strategic area locations in Philadelphia and surrounding suburbs including hotels (city, airport, suburban), 30<sup>th</sup> Street Station, Pennsylvania Convention Center, Reading Terminal, stores, attractions, restaurants, bars, University of Pennsylvania, Drexel University, Temple University, *Your Location Here*, etc.

<b>Investment:</b>	¼ Page	\$499.00
	½ Page	\$949.00
	1 Page	\$1,776.00

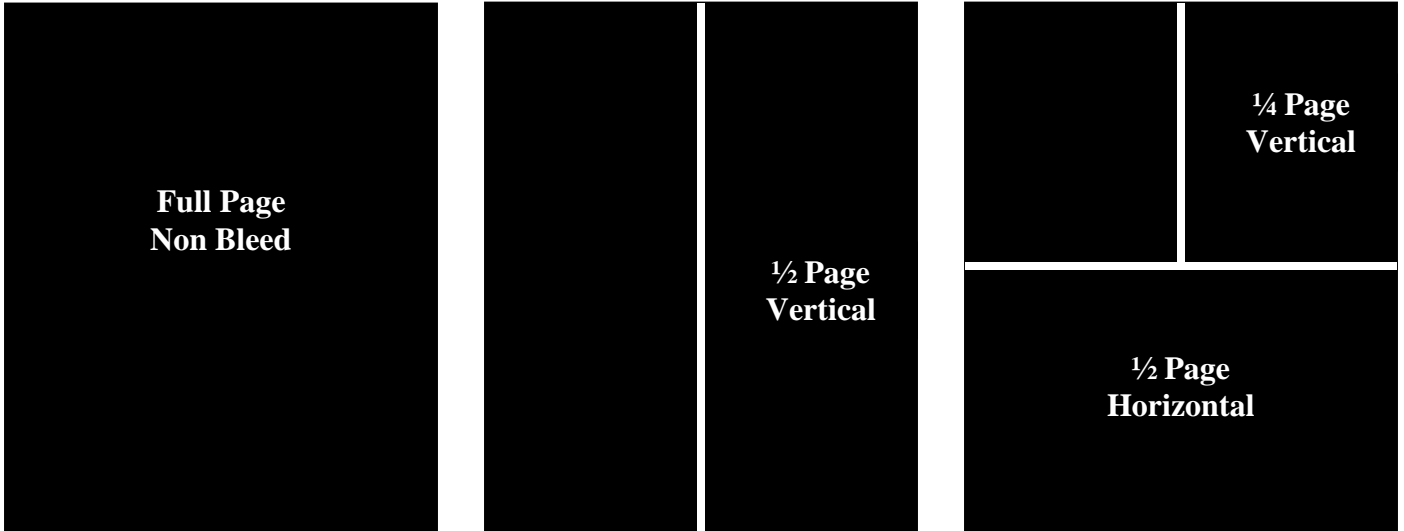
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The Independent  
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 YourKeytoHistoricPhiladelphia

## Ad Specifications



### Advertising Space Specifications

- Full Page: 10.25" x 12.50"
- Half Page Horizontal: 10.25" x 6.00"
- Half Page Vertical: 5.00" x 12.50"
- Quarter Page: 5.00" x 6.00"

### Material Specifications

- **Images**
  - All photographs should be supplied with a minimum 300 dpi resolution.
  - EPS, jpeg, and tiff file formats are acceptable
  - Provide proper identification of site/photo along with photo credit information
- **Advertising**
  - Mac Illustrator and Quark files should include high-resolution placed images and fonts
  - PhotoShop files should be provided at 300 dpi
  - Acrobat files will be accepted and should be originated from a high-resolution (300 dpi) file.
  - PhotoShop and Acrobat: Please keep in mind that should edits be necessary after submission, new materials must be resubmitted as we will be unable to revise these files.

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## Closing Dates

Publisher is not responsible for reproduction or positioning if material is received after published closing date. All materials destroyed after one year. Disks will be returned upon request.

## Production Charges

A fee will be assessed if an advertiser does not supply a complete usable file, and for files re-supplied by an advertiser for revisions. Disk intervention on supplied files will incur production charges except for correction of publisher's errors.

## Ad Submission

Hi-res 300 dpi PDF file with all fonts embedded (preferred). Native files may be sent with all screen and printer fonts and all art files used in the ad. Also send a black and white proof of the final ad printed at 100%, or a color proof if the ad is 4-color.

### FTP Address - [www.tetrasc.com/upload](http://www.tetrasc.com/upload)

- User Name = tetra
- Password = strategic
- All lowercase because case sensitive.
- Public users will only be able to UPLOAD files.
- Send email to [info@Philly1776.com](mailto:info@Philly1776.com) informing us that the FTP upload has been completed (you must receive email confirmation from the publisher and/or its graphic artist that the ad artwork has been received)

### E-mail Address (for files under 2MB)

- Send files to [info@Philly1776.com](mailto:info@Philly1776.com) (you must receive email confirmation from the publisher and/or its graphic artist that the ad artwork has been received)

## Questions

- 215.525.1776
- [info@Philly1776.com](mailto:info@Philly1776.com)

Note: All rates are net agency rates. All advertising is subject to the terms and conditions specified in the advertising insertion order. Offer details are subject to change without notice. Publisher reserves the right to refuse any advertisements for whatever reason in the publisher's sole discretion.