

PHILADELPHIA

ーフィラデルフィアー

Rule Book

Take on the role of advertising agents attempting to advance their agency by creating an attractive and diverse portfolio of advertisements. Your portfolio can be made by posting job vacancy advertisements on your field, and earning money you can use.

Will *YOU* be able to hold down rival agents, and stand victorious?

Components

Advertise Cards	85
Item Cards	14
Field Cards	1
Start Player Cards	1
Reference Cards	4
Dice	1

Money Tokens	1 coin	30
	5 coins	16
Month Tokens	1 month	16
	3 months	8
Player Cubes		4

Start Player Cards



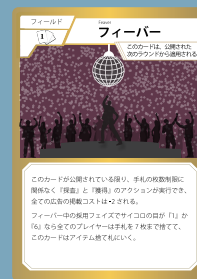
Advertise Cards



Item Cards



Field Cards



Money Token

1 coin

5 coins



Month Token

1 month

3 months



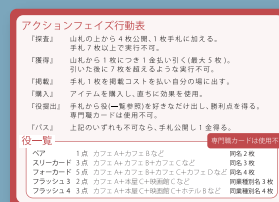
Dice



Player Cubes



Reference Cards



※3-month tokens will be treated as 3 separate month tokens.

Card Details

Advertise Cards

Industries

7 industries with different colors

- | | |
|-------------|-------------|
| Service | Civil staff |
| Manufacture | Agriculture |
| Construct | Profession |
| Transport | |

Number of cards

Shows number of cards with the same effect.
(ex: "Fire Station" is 3, so there are Fire Station A~C)

Reward

Cost



Card Name

Name of the card + alphabet
There are a total of 36 cards with unique effects.

Post Period

Effect

Success Condition

Rolls that are not gray are it's conditions.

Item Cards

Card Type

Number of the same card



Cost

Card Name

There are 6 item cards with unique effects.

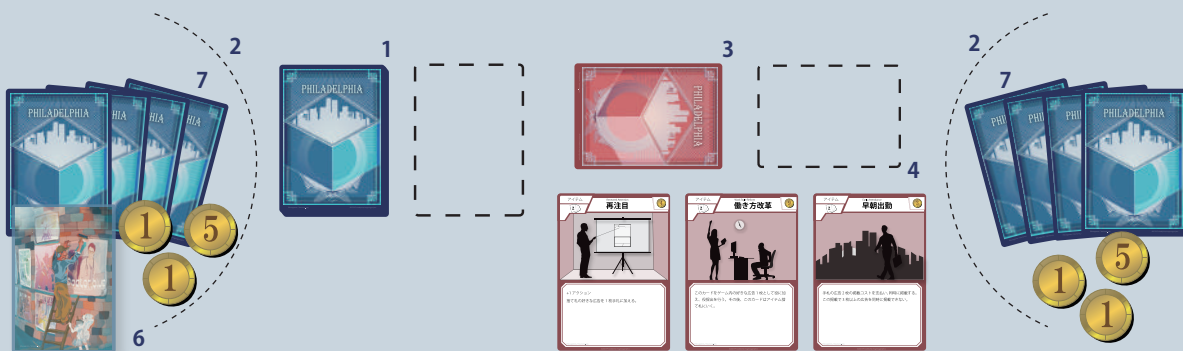
Effect

Goal of the Game/Win condition

If there is a player with at least **10 VP** (keep track using Player Cubes & back of box), the game will end after the final phase of that round.

The player with the most VP is **victorious**. If multiple players have the same VP, the player with the most money wins. If multiple players have the same VP and same amount of money, it is a tie between those players.

Setup



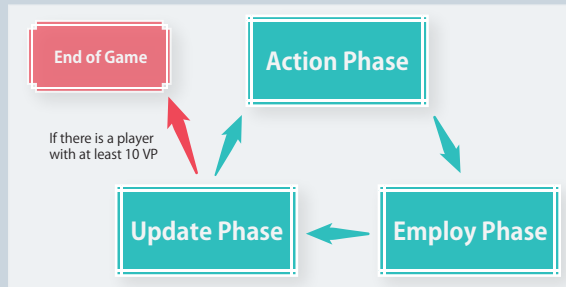
- 1 Shuffle all 85 **advertise cards** (cards with blue back) and create a pile in the middle so everyone can reach. This will be the **advertise card pile**.
- 2 Create space in front of each player. That space will be their "bulletin board" , in other words their own field where they can post advertise cards.
- 3 Shuffle all 14 **Item cards** (cards with red back), as well as the 1 **field card** (similar to Item cards but is yellow in the front), to create a pile of 15 cards, and place it near the advertise card pile. This will be the **Item card pile**.
- 4 Reveal 3 cards from the top of the Item card pile and place them in front of the pile so everyone can see. If one of the cards is the yellow field card, return to step 3 until every card revealed is not.
- 5 Choose the starting player in any kind of way. Give the starting player the **start player card** (card with black back and box art in front).
- 6 Each player takes 4 cards from the advertise card pile, and 7 coins worth of money tokens. This will be your starting hand and resource.

Now you are ready to play!

Flow of the game

The game is played by repeating rounds consisting of **3** phases, until a player is victorious.

- **Action Phase**
- **Employ Phase**
- **Update Phase**



Action Phase

Each player is given **2 Action Points** to use for actions. Beginning from the Starting Player, the player chooses from 6 actions(action points must be used up for the next player to begin their action). You may choose the same action multiple times, except one. Actions are the following:

- **Research** +1枚



Reveal 4 cards from the top of the advertise card pile so everyone can see. Choose 1 and add it to your hand. Put the rest on the **advertise trash pile**(if there is no trash pile, create one). Every player has the right to look through the trash pile whenever they desire. **If you have 7 or more cards in your hand, you cannot choose this action.**

- **Obtain** +3枚



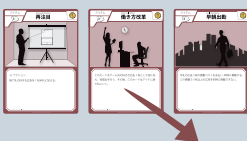
Pay up to 5 coins, and draw cards face down, equal to that number from the advertise card pile(must pay at least 1 coin). After you have drawn all, look at the cards and add them to your hand without showing them to others. **Your hand-size cannot be more than 7 after drawing.** For example, if you have 4 cards in your hand, the maximum number you can pay and draw is 3.

- **Post**



Choose 1 card in your hand, and pay coins equal to the cost to place it on your board, faced up. Any **"Post"** effects written on cards activate right before the card is placed.

- **Item**



Choose 1 from the 3 revealed item cards. Pay the cost of the item card to activate its effect immediately. After the effect is finished processing, put the card on the **item trash pile**(if there is no trash pile, create one). Then, reveal cards from the top of the item card pile so that a total of 3 cards are placed again.

You cannot choose this action multiple times in a single round, as well as the first round of the game.

- **Submit** +3点



If you have a certain combination of cards in your hand, you may submit your portfolio of advertisements to gain VP(See "submissions" for all combinations). **"Profession" industry cards(light blue), cannot be used in submissions.** You may submit as many combinations as you like in a single action. Cards submitted are sent to the advertise trash pile, and shuffled together. Then, they are added faced down in the bottom of the advertise card pile.

- **Pass** +1金



This action is for rescue purposes and is almost never used in an actual game. If there is not a single action you can process, reveal your hand to prove to other players, and gain 1 coin.

After every player has finished using their action points, players continue to the next phase.

Flow of the game

Employ Phase



The player with the start player card rolls a dice. For every card on the board(including other players), cards that have matched the **Success condition** on the bottom right become an **Employed** state. Players receive coins equal to the reward of the employed cards. Then, going clock-wise from the starting player, any “**Employed**” effects on cards are processed. After every effect is done, all cards that have employed are sent to the advertise trash pile(cards are treated as posted until this moment). The employ phase ends right after.

Update Phase



For every card that did not be employed and is still on board, 1 month token is placed on top of each. After all tokens are placed, If a card has enough month tokens for its **Post period**, cards become an **Expired** state. All expired cards are sent to the advertise trash pile simultaneously. When that is finished, the round is over. If any player has reached 10 VP, the game ends with that round. The player with most VP is victorious. If multiple players have the same VP, the player with more money is the winner. If even the money are same, it is a tie between those players.

Submissions

Profession(light blue)
cards can not be used!!

Combinations are likely to those in "Poker".
The general idea is that cards with the same color(industry) become combinations that can be submitted.

One pair 1VP

Set of 2 cards with the same name
(ex. Café A + Café B)



Three of a kind 3VP

Set of 3 cards with the same name
(ex. Café A + Café B + Café C)



Four of a kind 5VP

Set of 4 cards with the same name
(ex. Café A + Café B + Café C + Café D)



Flush 3 2VP

Set of 3 cards with the same industry(color),
but different names
(ex. Café A + Book Store C + Movie Theater C)

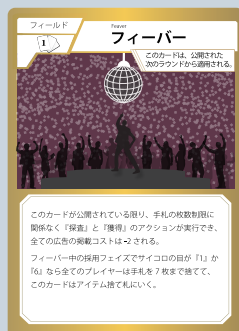


Flush 4 3VP

Set of 4 cards with the same industry(color),
but different names
(ex. Café D + Book Store A + Movie Theater B + Hotel A)



Field Card "Fever"



A **"Fever"** card may be revealed from the item card pile after a purchase. This card is not an item that players can buy, but instead will cause a special effect to all players. The effect will begin from the next round the card appeared. There are 2 major effects of "fever".

During fever, actions "Research", and "Obtain" can be done **ignoring limits to hand-size**. Players can "Research" even when they have 7 or more cards, and "Obtain" to have 8 cards and above (The maximum amount you can pay in 1 action is still 5). **All advertise card costs are reduced by 2 during fever** (No changes to other stats).

When rolling the dice in the Employ phase, if the decided roll is a **"1" or "6"**, fever will immediately finish, and every player with more than 7 cards must discard to 7, before any other process (**including cards going in an Employed state**).

The fever card is sent to the item trash pile, and a new card is revealed from the item card pile.

Card Q&A

- Q Can I make my hand consist of 8 or more cards when there is a "draw card" effect on my board while I have 7 cards?
- A Yes. Having 8 or more cards are only restrictions to actions "Research" and "Obtain", meaning players can draw up to 8 or more cards when using card effects.
- Q When I receive the effect "Lose 5 coins" when I only have 2 coins, what happens?
- A You will lose as much as you have (in this case 2 coins). Effects with the text "Pay X coins" can not be done when a player does not have enough coins. "Lose" and "Pay" have these different meanings in game, and cards such as "Guard(Profession)" can only activate on "Lose" effects, and not for "Pay" such as card costs.
- Q Using the post action, I placed "Hotel(Service)", along with "Café(Service)", using Café's effect. Does this Café trigger Hotel's effect for a draw and 4 coins?
- A No. Hotel is an "Active" effect card, which effects are only activated after they are in play. Café's effect is to "post with another card simultaneously", and does not trigger Hotel's effect.
- Q Using the "Potter(Profession)" card, I added an employed card that has not yet processed the "Employed" effect to my hand. What happens to the effect of that card?
- A Once a card meets its success condition and turns to an employed state, the use of any effects are booked, and will trigger even if the card has left the board. On the other hand, cards will no longer trigger any "Active" effects since it is no longer posted.
- Q Multiple players purchased the item card "Recruiting Chance", where one can choose and fix the roll on the dice, in the same round. What happens to the dice of that round?
- A Just like with Employed effects, the starting player will be the first to process these effects (Note that this is not true only for Expire processes). Once the first card FIXES the dice, any other effects that come after cannot change the roll for this round.

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