

# FEATURE PRODUCTS

PITTSBURGH POST-GAZETTE 2009 ADVERTISING RATES

2009

GENERAL

## I. SUNDAY COLOR COMICS

### A. Modular Rates

Full page/ Gatefold	Open Rate	6X	13X	26X	52X
Gatefold	\$17,398.90	\$14,088.40	\$12,696.75	\$11,435.15	\$9,063.60
Spadea Wrap	Open Rate	6X	13X	26X	52X
Spadea	\$31,626.80	\$25,622.15	\$23,077.30	\$20,781.65	\$16,465.85

### B. Co-Op (CAP) Rates - Modular rates for ads on color pages

Size	Rate
Spadea	\$38,583.75
Gatefold	\$24,308.80
Full Page	\$22,973.75
3/5 Page	\$14,473.60
1/2 Page	\$11,401.45
3/8 Page	\$9,096.15
1/3 Page	\$8,118.60
1/4 Page	\$7,107.35
1/6 Page	\$4,738.30

## II. PRESS-FED COMIC INSERTS

	Open	6X	13X	26X	52X
2 page std.	\$ 31,525.70	\$25,622.15	\$23,077.30	\$20,781.65	\$16,465.85
4 page std.	\$ 54,215.35	\$40,883.00	\$38,705.30	\$35,571.70	\$30,236.45
6 page std.	\$73,903.80	\$61,965.45	\$52,733.40	\$48,532.10	\$41,252.60
8 page std.	\$91,501.25	\$80,116.75	\$65,313.35	\$60,028.55	\$51,024.00
10 page std.	\$108,366.80	\$94,520.45	\$80,440.60	\$73,933.95	\$62,846.75

## III. SPECIAL PRODUCTS

### A. Polybag - rates based on cost per thousand (minimum 100,000)

1. Daily Print & Distribution Rates (Plate charge: \$275 per color of ink, per side; color proof charge: \$50)

1 color/ 1 side	1 color/ 2 side	2 color/ 1 side	3 color/ 1 side	4 color/ 1 side	2 color/ 2 side
\$64.20	\$67.60	\$67.60	\$70.25	\$70.75	\$70.75

2. Sunday Print & Distribution Rates (Plate charge: \$325 per color of ink, per side; color proof charge: \$50)

1 color/ 1 side	1 color/ 2 side	2 color/ 1 side	3 color/ 1 side	4 color/ 1 side	2 color/ 2 side
\$84.35	\$91.15	\$91.15	\$93.70	\$109.60	\$109.60

3. Distribution Only Rates - rates based on cost per thousand (minimum 25,000 daily; 50,000 Sunday)

	Daily	Sunday
Distribution Only Rate	\$37.20	\$44.60

### B. Post-It Notes (minimum 25,000 daily; 50,000 Sunday)

1. Print & Distribute Rates - Add \$1.00 per thousand for reverse type of 25% or more of imprint area.

a. Option #1 - one-color imprint on standard paper

	25-50M	100M	170M	250M
Open Rate	\$95.00	\$89.30	\$86.20	\$83.45
4x - 7x	\$92.00	\$86.55	\$83.45	\$80.40
8x - 11x	\$88.20	\$82.70	\$80.40	\$77.60
8x - 12x +	\$81.35	\$77.25	\$75.80	\$72.65

b. Option #2 - two-color imprint on standard paper

	25-50M	100M	170M	250M
Open Rate	\$105.90	\$95.00	\$90.40	\$85.70
4x - 7x	\$102.80	\$92.00	\$87.90	\$82.70
8x - 11x	\$97.75	\$88.20	\$83.80	\$79.70
8x - 12x +	\$92.80	\$83.50	\$78.90	\$97.75

c. Option #3 - one-color imprint on neon paper

	25-50M	100M	170M	250M
Open Rate	\$102.10	\$94.30	\$91.55	\$89.00
4x - 7x	\$98.85	\$91.15	\$88.45	\$85.70
8x - 11x	\$94.30	\$87.35	\$84.60	\$82.70
8x - 12x +	\$90.05	\$81.90	\$78.85	\$69.90

2. Distribution Only Rates - based on cost per thousand (minimum 25,000 daily, 50,000 Sunday)

	Daily	Sunday/ Holiday
Distribution Only Rates	\$62.50	\$69.05

## IV. MID-WEEK PREPRINT JACKETS

### A. Thursday Home Delivery & WeeklyShopper (Non-Subscribers)

1. Quantity estimate

- Home Delivery: 170,000
- WeeklyShopper 325,000

2. Rates

	Open	6x	13x	26x	52x
Front & Back	\$25,023.90	\$23,446.20	\$21,897.15	\$20,290.75	\$19,114.65
Front	\$16,255.45	\$15,270.75	\$14,190.20	\$13,100.05	\$12,755.85
Side	\$9,160.50	\$8,567.70	\$8,127.80	\$7,831.40	\$7,487.25
2 Only					

### B. Wednesday or Friday Home Delivery Only

1. Quantity estimate

- Home Delivery: 170,000
- Additional copies are available. Contact your Account Executive for a price.

2. Rates

- Front: \$9,000
- Back: \$5,200
- Front and back on the same day: \$13,500