

LOCAL AND AUTOMOTIVE

PITTSBURGH POST-GAZETTE 2009 ADVERTISING RATES

2009

GENERAL

I. LOCAL GENERAL RATES

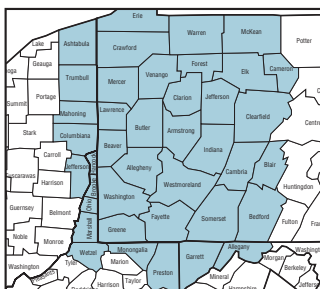
- A. Classification – These rates, commissionable to recognized advertising agencies, are applicable, at the publisher's option, to retail contract advertisers who wish to advertise a product or service which would normally fall under the general rate structure, and also to local distributors or manufacturers whose area of distribution is limited to the Pittsburgh Quad-State Region. Included in this category are Local Radio/TV and Program Advertising, Health Insurance, Utilities and Automobile Dealer Associations.
- B. Contract Levels and Rates (Per Column Inch)

Minimum Inches	Daily	Sunday/ Holiday
Open	\$190.45	\$298.15
175	\$177.05	\$267.15
250	\$174.80	\$261.95
500	\$171.60	\$257.25
750	\$170.10	\$254.55
1000	\$168.65	\$252.75
1250	\$167.35	\$250.35
1500	\$165.10	\$247.50
2000	\$161.85	\$242.55
2500	\$158.55	\$238.05
3000	\$155.60	\$233.00
3500	\$152.40	\$228.50
4000	\$149.45	\$219.35
4500	\$143.30	\$210.55
5000	\$137.45	\$202.05
5500	\$132.00	\$194.35
6000	\$126.60	\$186.25

- C. Daily Repeat Combination Program - The following discount is available for any advertisement repeated or run in combination within a seven-day period.

Unit	Discount
Sunday or first daily	Full contract rate
Second	35%
Third	40%
Fourth	50%

- D. Pittsburgh Quad-State Regional Map



II. COLOR RATES

- A. R.O.P. Color Rates

	Daily	Sunday/ Holiday
Black Plus One Color	\$2,995	\$4,365
Full Color	\$3,840	\$6,620

- B. Color Frequency Discounts

Color Ads Per Year	Discount
8x	4%
13x	6%
26x	8%
52x	10%

III. ZONE EDITIONS RATES

- A. Zone Black & White Rates (Per Column Inch)

Contract Level	Thu. East	Thu. North	Thu. West	Thu. South
Open	\$68.70	\$64.85	\$43.90	\$74.30
100 inches	\$49.25	\$44.60	\$28.80	\$57.20
250 inches	\$47.55	\$44.15	\$27.15	\$56.45
500 inches	\$46.80	\$43.15	\$26.60	\$54.70
1000 inches	\$38.90	\$36.65	\$21.65	\$45.15

- B. Zone Color Rates (Based on Availability)

Contract Level	Thu. East	Thu. North	Thu. West	Thu. South
One Color	\$877.30	\$877.30	\$479.55	\$950.05
Full Color	Contact your PG representative for availability.			

- C. Zone Frequency Discounts

Color Ads Per Year	Discount
8x	4%
13x	6%
26x	8%
52x	10%