

PREPRINT DISTRIBUTION

PITTSBURGH POST-GAZETTE 2009 ADVERTISING RATES

2009

GENERAL

I. SUNDAY/HOLIDAY/BONUS

	301,000 to full run	300,000 or less
2 Tab	\$57.85	\$64.15
4 Tab	\$62.25	\$70.35
8 Tab	\$67.50	\$76.75
12 Tab	\$71.00	\$84.10
16 Tab	\$75.10	\$93.10
20 Tab	\$78.60	\$100.15
24 Tab	\$84.20	\$108.60
28 Tab	\$88.50	\$117.10
32 Tab	\$94.05	\$123.50
36 Tab	\$99.10	\$132.90
40 Tab	\$105.20	\$140.80
44 Tab	\$109.30	\$147.45

- A. For preprints exceeding 48 Tab/24 STD, add \$4.00 per thousand for each additional four pages.
- B. Minimum number of inserts for Sunday run is 20,000. Minimum number of inserts for daily run is 10,000.

II. HOME-DELIVERY PREPRINT PROGRAMS

- A. Daily subscribers – Cost per thousand inserts

	165,000 or more (part run)	Less than 165,000
2 Tab	\$55.75	\$61.00
4 Tab	\$60.15	\$67.20
8 Tab	\$65.40	\$73.60
12 Tab	\$68.90	\$80.95
16 Tab	\$73.00	\$89.95
20 Tab	\$76.50	\$97.00
24 Tab	\$82.10	\$105.45
28 Tab	\$86.40	\$113.95
32 Tab	\$91.95	\$120.35
36 Tab	\$97.00	\$129.75
40 Tab	\$103.10	\$137.65
44 Tab	\$107.20	\$144.30

B. WeeklyShopper Pricing for Non-Subscribers

Ounces	1-5	6-11	12-25	26-39	40-52
Up to 0.3	\$53.50	\$51.80	\$50.10	\$47.90	\$45.70
0.4	\$57.60	\$55.90	\$54.00	\$51.70	\$49.20
0.5	\$60.70	\$58.80	\$56.90	\$54.40	\$51.80
0.6	\$63.80	\$61.80	\$59.80	\$57.20	\$54.50
0.7 to 0.8	\$67.30	\$65.20	\$63.00	\$60.30	\$57.40
0.9 to 1.0	\$71.10	\$68.90	\$66.60	\$63.70	\$60.70
1.1 to 1.2	\$76.10	\$73.70	\$71.20	\$68.20	\$64.90
1.3 to 1.4	\$81.40	\$78.90	\$76.20	\$72.90	\$69.50
1.5 to 1.6	\$87.10	\$84.40	\$81.60	\$78.00	\$74.30
1.7 to 1.8	\$93.20	\$90.30	\$87.30	\$83.50	\$79.50
1.9 to 2.0	\$100.20	\$97.10	\$93.80	\$89.90	\$85.50
2.1 to 2.2	\$107.70	\$104.30	\$100.80	\$96.50	\$91.90
2.3 to 2.4	\$115.80	\$112.20	\$108.40	\$103.70	\$98.80
2.5 to 2.6	\$125.10	\$121.10	\$117.10	\$112.00	\$106.70
2.7 to 2.8	\$135.10	\$130.80	\$126.40	\$121.00	\$115.20
2.9 to 3.0	\$145.90	\$141.30	\$136.60	\$130.70	\$124.50

III. INSERT SPECIFICATIONS (SINGLE-SHEETS/ CARDS/ENVELOPES)

- A. Measurements
 1. Minimum stock thickness .007"
 2. Maximum stock thickness .25"
 3. Minimum size 4.5" x 7"
 4. Maximum size 11" x 12.75"
- B. Number of pages – Standard broadsheet preprints printed on 30-lb newsprint should be eight pages minimum. Inserts of less than eight pages may need to be quarter-folded for insertion. Standard tabloid-page inserts printed on 30-lb stock should be minimum eight pages.
- C. Viscosity (slickness) – A matte finish is the best to reduce static and decrease double folds. Paper that is very glossy and slick is prone to being inserted twice in one newspaper and omitted from the next.

IV. OUT-OF-SPEC INSERTS

- A. Problematic Inserts – Inserts with the following characteristics may cause problems for machine insertion. Please check with your sales representative and arrange to test these inserts for production capability before placing an insertion order.
 - 1. Non-rectangular; tri-fold; or die-cut, special shaped inserts.
Accordion folds cannot be accommodated
 - 2. Inserts of inconsistent thickness (non-uniform thickness or a lump in an preprint, pre-stuffed inserts).
 - 3. Inserts that stick together and do not separate consistently.
 - 4. Inserts pages that are glued, stapled, stitched, perforated or perfect bound.
 - 5. Objects such as keys, coins, CDs, etc., attached to any page of an insert; sachets containing scented objects; liquids or shampoos; polybags; paper bags; product samples.
- B. Hand-Inserted Inserts – Some of these out-of spec inserts may be accepted as product samples and can be hand inserted in the field by carriers at an additional cost.
- C. Special Preprints – Bags, envelopes or product samples are special preprints that must be approved by the Pittsburgh Post-Gazette Packaging department (412-263-1506) prior to ordering. Samples for testing and evaluation will be required.

V. SHIPPING INFORMATION

- A. Newspaper Insert Delivery
PG North Side Plant
2301 Preble Ave, Pittsburgh PA 15233
Receiving hours: Monday-Friday 6 am-6 pm
Delivery Directions: 412-263-1904
- B. Non-Subscriber/TMC Insert Delivery
Pittsburgh Mailing
4777 Streets Run Road, Pittsburgh PA 15236
Receiving hours: Monday-Friday 7 am-5 pm
Delivery Directions: 412-881-5000
- C. If you have any concerns about the acceptability of your product, please contact one of the following people in advance of the printing:
Tom Maxfield
Packaging Manager
412-263-1506
tmaxfield@post-gazette.com
or
Adam Bush
Advertising Operations Manager
412-263-1384
abush@post-gazette.com
- D. Additional Rate Cards and Packaging Requirement information can be found at: www.post-gazette.com