

I. POLICIES

- A. The advertiser hereby agrees with the company, that no representation of any kind has been made to the advertiser by the company, or any of its agents, and that no understanding has been had or agreement entered into by them, other than that embodied in the Pittsburgh Post-Gazette rate card or attached in writing to the contract.
- B. Conditions – The company reserves the right to revise its rates at any time upon thirty (30) days notice in writing. In that event, the advertiser reserves the right to cancel this contract without liability for the short rate charge, on the date upon which the rate changes become effective, otherwise, this contract shall remain in force at the revised rate until its expiration.
- C. All materials created for the advertiser by the Pittsburgh Post-Gazette become the property of this paper. The artwork created for the advertiser (mechanicals, etc.) and paid for by the advertiser is their property.
- D. The advertiser warrants that all photographs or licenses or name of individuals submitted by the advertiser for publication in the advertisement have been authorized for publication in advertisement by the individual concerned. Furthermore, the advertiser and advertising agency agree to save harmless and indemnify the company against any and all liability, loss or expense arising from claims for violation of rights of privacy, infringement of copyrights and property rights, libel, unfair competition, unfair trade practices, infringement of trademarks, trade names or patents, and from any other claims resulting out of or caused by the publication by the company of the advertiser's advertisements and such indemnification shall survive any termination of this contract.
- E. Cancellations may be accepted after published reservation deadlines with a penalty of 25% of the total ad cost applied. Cancellation policy in effect for all advertisements printed by or inserted within the newspaper.
- F. Political advertising: retail open rates apply to candidates for local, city, county and legislative offices. Political advertising copy must be cleared by the advertising department prior to publication. All political advertising must be paid for in advance of publication.
- G. Acceptability – All advertisements offered for publication in the Post-Gazette are subject to acceptance by the company. Questionable, misleading, controversial, or fraudulent statements are declined. The company reserves the rights to disapprove any advertising copy, which in its sole judgment may be deemed objectionable and undesirable. Furthermore, the company reserves the right to revise or reject any advertising copy, in its sole discretion for any reason whatsoever. Payment does not guarantee publications. Only publication constitutes acceptance of an ad.
- H. A contract shall not be invalidated by any errors in or omissions of any advertisement on the part of the company. The advertiser's sole remedy for breach of this contract shall be a corrected additional publication of the part of the advertisement error. The company shall not be liable for errors or omissions or for the failure to run an ordered advertisement or for any losses or decreased profits sustained by any damages resulting from any such failures, error or omission. The company will not be responsible for more than one correctional publication on advertisement ordered for more than one time.

II. TERMS OF PAYMENT

- A. Retail Advertising
 - 1. All advertising must be prepaid until credit is approved.
 - 2. On advertising where credit is approved, payment is due on or before the fifteenth (15th) of the month following publication.
 - 3. The Pittsburgh Post-Gazette may refuse to publish further advertising when an account becomes delinquent.
 - 4. A contract may be terminated by the company without notice, if the advertiser shall fail to pay for advertising as agreed or for any other default hereunder, or without notice, if the advertiser becomes insolvent, make an assignment for the benefit of creditors, or a receiver of the property or business of the advertiser is appointed. Failure of the company to object to, or to take affirmative action with respect to any advertisement, any delinquency, or any of its rights under this contract, shall not be construed as a waiver thereof or a waiver of any subsequent breach thereof. In the case of a bankruptcy, if the advertiser requests the court pre-petition for payment of unpaid balance, the contract rate will be reinstated.
 - 5. Any tax imposed on newspaper advertising will be paid by the advertiser from the date of the imposition to the end of the contract.
 - 6. Who qualifies for retail rates?
 - a. Retail advertising rates apply to the advertising of any retailer who sells directly to the public through one or more retail stores owned and operated by the advertiser. If an advertiser, in addition to selling through his/her retail store or stores, sells through dealers or outlets that he does not own, control or operate, no mention or reference may be made in the copy accepted at the local retail rate of such outlets or methods of distribution.
 - b. E-commerce advertising with local retail locations.
- B. General Advertising – 15% commission is paid to advertising agencies when recognition has been extended. No allowance for commission on past due accounts. A written insertion order, outlining the details of the advertising buy is required. Camera-ready production material is required. No cash discount. An advertising agency's commission is not transferrable with direct client billing. An ad agency which disclaims payment responsibility in any manner, forfeits all credit privileges that otherwise might be extended by the publisher. The company reserves the right to revise the general advertising rates at any time upon thirty (30) days notice in writing. For billing information on Retail, General and Classified Advertising, call 412-263-5050.

III. CONTRACT AND COPY REGULATIONS

A. Advertising Contracts

1. In order to qualify for a contract rate, an advertiser must first sign a Pittsburgh Post-Gazette advertising agreement. Contracts cannot be transferred to another company or division. Contracts must be signed by the advertiser who assumes liability for payment of advertising placed by a recognized advertising agency. If an advertiser's inches fall short of agreed contract, a "shortrate" will be issued to the rate actually earned. The publisher reserves the right to reject or cancel advertising contracts for reasons of non-use, non-payment, credit violations, contract violations or other reasons which violate stated or written policies of the Pittsburgh Post-Gazette.
2. All advertising contracts are in effect for twelve full, consecutive months beginning on the first day of the month in which the first ad appears. An advertising space contract may be backdated no further than the first day of the preceding month in which it is signed and processed. If a thirty-day notice is issued for an impending advertising rate increase, the advertiser may cancel the contract during that thirty-day period without penalty. If the advertiser does not cancel the contract, the new rate will become the contract rate.
3. Every effort will be made to offer the advertising position requested. However, we cannot guarantee exact position, and advertising must be paid for regardless of position. The company will not accept advertising on a "position-omit" basis.
4. Notice of error must be given 24 hours prior to second insertion or else no claim for adjustment will be accepted. Any ad that simulates a "news-style" appearance must be labeled as an advertisement at the top of the ad. Copy cannot be set in the same type style used in editorial content. The only acceptable copy set for headlines will be Stymie Extra Bold Condensed (font 56); body copy will be set in Newton Medium 10-point type (font 75).
5. Advertisements of less than one inch are not accepted, except in designated classifications.
6. The advertiser and/or agency shall designate the width in columns and exact depth in inches. The Pittsburgh Post-Gazette will publish and bill the advertisement at space ordered or actual ad measure, whichever is greater. Measurement from cut-off rule to cut-off rule.
7. In the event of flood, fire, dispute or differences with labor, shortages of material and transportation, breakdown of equipment, directive by government authority, or any action beyond its control should cause either party to be unable to perform its obligation hereunder, such party shall be excused from said performance during the continuation of such inability.

B. Rate Book Amendments

1. The Pittsburgh Post-Gazette reserves the right to amend the terms, conditions, rates and other provisions of this rate book upon 30 days written notice to contract advertisers.
2. The advertiser reserves the right to cancel the contract without penalty, providing written notice is in the possession of the Pittsburgh Post-Gazette before the amendments take effect.

IV. SPECIAL SERVICES

- A. Advertising Creative Services – Layout, design, clip art, basic illustrations and layout ideas are available to Post-Gazette advertisers at no charge.
- B. Proofs – A proof will be furnished on all ads for Sunday and daily products, provided deadlines are met. When advertiser receives a proof of their advertisement, they must furnish a release of that ad by doing one of the following:
 1. Call Ad Services with corrections or release at 412-263-1531.
 2. Fax ad to Ad Services with corrections or release to 412-263-0147.
 3. E-mail ad corrections or release should be sent to adservices2@post-gazette.com. Please call 412-263-1368 for questions regarding sending your ad electronically.
- C. Tearsheets – Proof of publication tearsheets are e-mailed or mailed upon request. Affidavits of publication will be furnished free of charge when copies of papers in which the ad appeared have been depleted.
- D. Messenger Service – Pickup and delivery of advertising materials in the metro area is available at no charge. Notify Ad Services at 412-263-1531 from 9 a.m. to 5:30 p.m. Monday-Friday (no service on Saturday). Call before 10 a.m. if materials must reach the newspaper by 3 p.m. Messengers cannot handle cash.
- E. B/W veloxes can be provided upon request for an additional charge. Color prints can be provided upon request for an additional charge.
- F. Market Research – The Post-Gazette can help advertisers more effectively target their audience through market research. The Post-Gazette's research department gathers readership and market data from Western Pennsylvania and across the country. This information helps advertisers determine their best newspaper advertising options. Contact a Post-Gazette account representative for more details.
- G. Electronic Services – Electronic transmission of ad materials is available through www.pgaddesk.com at no charge. Ads are also accepted on disk and from third party transfer sites such as Ad-Send, Shoom and Ad Transit. Contact the Digital Services department for details at 412-263-1368.
- H. Color Separations – Contact the Scanning Department at 412-263-1132.
- I. Online Media Kit – Visit www.post-gazette.com/mediakit to learn more about rates, specs, deadlines and other important advertising information.

V. PRODUCTION SPECIFICATIONS

- A. Electronic ad requirements
1. Electronic ads should be submitted in PDF format.
 2. Ads not in PDF format must have fonts and artwork included in file or disk.
 3. TrueType fonts are NOT recommended.
 4. All computers which are used to exchange files should contain virus scanning software.
- B. Mechanical requirements:
1. Image area for a full page is 11.5" x 22"
 2. 72 line screen, 5 mil. round dot minimum
 3. Screen Angles – cyan 105°, magenta 75°, yellow 90°, black 45°
 4. Negatives – Emulsion side up, right reading
 5. The minimum to reproduce is 5% and any tint higher than 90% will print solid
- C. Tips of the Trade
1. Reverse type should be no smaller than 8 pt.
 2. Type should not be reversed out of areas with a screen of less than 50%.
 3. Lines should be 1 pt. or thicker.
 4. Logos printed on colored paper or with metallic inks do not scan or reproduce well.
 5. Use clean, sans serif fonts. Avoid serif fonts with thin lines.

VI. R.O.P. DISPLAY MEASUREMENTS

A. Standard Page Column Widths

Columns	Inches	Decimals	Picas/Points
1	1-13/16	1.8125	10p10.5
2	3-3/4	3.75	22p6
3	5-11/16	5.687	34p1.5
4	7-5/8	7.625	45p9
5	9-9/16	9.562	57p4.5
6	11-1/2	11.5	69p
13 (double truck)	24	24	144p

B. Tabloid Measurements (including Weekend Mag)

Columns	Inches	Decimals	Picas/Points
1	2	2.0	12
2	4-1/8	4.125	24p9
3	6-1/4	6.25	37p6
4	8-3/8	8.375	50p3
5	10-1/2	10.5	63
11 (Tabloid)	22	22	132p

1. Minimum depth 1 inch
2. Ads exceeding 20 inches in depth will be billed at full column depth.

VII. R.O.P. DISPLAY ADVERTISING DEADLINES

A. Display Deadlines

Publication Day	Space, Copy and Material	Final Proof, Corrections and Release
Monday	Thu. noon	Fri. noon
Tuesday	Thu. noon	Mon. noon
Wednesday	Mon. noon	Tue. noon
Wednesday Health & Fitness	Wed. 5 p.m.	Tue. noon
Thursday	Tue. noon	Wed. noon
Thursday Food & Flavor	Mon. 5 p.m.	Wed. noon
Thursday Weekend Mag	Mon. 5 p.m.	Wed. noon
Thursday Zones	Mon. 5 p.m.	Tue. 5 p.m.
Friday	Wed. noon	Thu. noon
Friday Movies & Mag	Wed. 5 p.m.	Thu. noon
Saturday Home & Garden	Wed. 5 p.m.	Fri. noon
Saturday	Thu. noon	Fri. noon
Sunday North Zone	Mon. 5 p.m.	Thu. noon
Sunday Washington Zone	Tue. 5 p.m.	Thu. noon
Sunday Mag/Sunday Early Run	Tue. 5 p.m.	Thu. 5 p.m.
Sunday Destinations	Tue. 5 p.m.	Thu. noon
Sunday Late Run	Wed. 5 p.m.	Fri. 5 p.m.

- B. All electronically transmitted material, Ad-Send ads and camera-ready ads on disk must be received by the Ad Services department by the space, copy and material deadline. Fax proof corrections to Ad Services at 412-263-0147 by final release deadline.
- C. For electronic ad submission, please refer to our online system at: <http://www.pgadddesk.com>

VIII. R.O.P. COLOR DEADLINES

- A. Daily Post-Gazette: For advertisers furnishing complete materials, copy and non-cancelable reservations, the deadline is three working days preceding publication.
- B. Sunday Post-Gazette: Copy and reservation deadline is four days prior to publication if the Post-Gazette is furnished with complete color-separated materials.
- C. If paper must prepare color copy and materials, deadline is seven working days prior to publication. Sunday color cancellations not accepted after 5 p.m. five days before publication.
- D. Electronically transmitted color ads or color ads on disk need to be received by the Ad Services department by the space and material deadline.
- E. Computer disk requirements:
1. Document specifications – QuarkXPress, Multi Ad Creator
 2. Format – EPS, TIFF
 3. Include on disk all fonts and images for art.
 4. For more information, call 412-263-1132.

F. Color Requirements

1. Color advertising based upon press availability and level of R.O.P. contract commitment.
2. Rates are based on standard R.O.P. inks. When special inks are specified, advertiser will be billed for difference in cost. Double truck ads are billed as two color pages.
3. Color rates do not include cost of positives or separations.
4. Separated negatives accepted. Requirements:
 - a. Full-color negatives marked cyan, magenta, yellow and black. (Do not exceed 265% total ink density.)
 - b. All color must include target and cropmarks.
 - c. Right-reading, emulsion side up.
 - d. Center on 24" x 14" film.
 - e. Double truck ads are 26-1/2" wide x 22" deep (image printing size). Ads on disk must be received by the Ad Services department by Ad Services by space, copy and material deadline. Fax proof corrections to Ad Services at 412-263-0147 by final release deadline.

IX. R.O.P. ZONED EDITION DEADLINES

- A. Zoned editions offer targeted R.O.P. advertising in the geographic area that is most important to your business.
 1. Thursday Zones (North, South, East, West)
 - a. Space/copy and material: Monday preceding publication.
 - b. Final proof corrections and release: 5 p.m. Tuesday.
 2. Sunday Washington Zone
 - a. Space/copy and material: 5 p.m. Tuesday.
 - b. Final proof corrections and release: Noon Thursday.
 3. Sunday North Zone
 - a. Space/copy and material: 5 p.m. Monday.
 - b. Final proof corrections and release: Noon Thursday.
- B. Requirements:
 1. Multiple-zone bulk rates: A multi-zone bulk contract allows the advertiser to use one contract to place an ad in many zones. All advertising used with a single, flexible multi-zone contract applies to contract fulfillment regardless of zone(s) used.
 2. Zoned R.O.P. inches do not apply toward fulfilling full-run contracts.
 3. Association, shopping center and charity rate receives 50-inch level.
 4. Zone or Zone Repeat: Ads may be repeated from zone to zone (daily and Sunday) within a seven-day period. A 30% discount is applied to the lesser priced zone(s). Repeat inches are credited towards contract fulfillment but are not rebateable.
 5. Full Run to Zone Repeat: Ads scheduled full run in either the daily or Sunday Post-Gazette may be repeated in any zone(s) within a seven-day period at a 30% discount on zone rate(s). Repeat inches are credited towards contract fulfillment but are not rebateable.

X. SEEN

- A. Seen magazine is distributed to home-delivery subscribers the first week of every month.
- B. Full-color, glossy format
- C. Space reservation due three weeks prior to publication
- D. Ad dimensions

	Image size	Bleed size
Full page	9 1/2" x 11 1/2"	10 1/4" x 12 1/4"
Half page (h)	9 1/2" x 5 11/16"	10 1/4" x 6 1/2"
Half page (v)	4 11/16" x 11 1/2"	5 7/16" x 12 1/4"
Third page (h)	6 5/16" x 5 11/16"	No bleed
Third page (v)	3 1/16" x 11 1/2"	No bleed
Sixth page	3 1/16" x 5 11/16"	No bleed

- E. Live area: content needs to be 3/16" away from edge of ad

XI. SUNDAY COLOR COMICS

- A. Issued every Sunday – Color comics are printed using the latest flexo printing technology and an environmentally preferred, water-based ink system that produces brilliant color with no rub-off, strike-through, offset or smearing.
- B. Column depth 20 inches. Page width 12 inches (six columns).
- C. Cancellation fee of 25% of the ad cost if cancelled past space reservation deadline.
- D. Space reservations due six weeks prior to publication.
- E. Copy is due 32 days prior to publication. Advertisers are to furnish printing material.
- F. Full color photography requires additional charges for separations, not included in base prices.
- G. Image Area for Spadea Fold Combinations

Fold	Front	Back
1/2 Fold (50/50)	6" x 20"	6" x 20"
1/3-2/3 Fold	4" x 20"	8" x 20"
1/4-3/4 Fold	3" x 20"	9" x 20"
Gatefold	5.75" x 20"	5.75" x 20"

Perforated gatefold available with perforation surcharge

H. In-Comics Ad Sizes

Size	Measurement
Full Page	12" x 20"
1/2 Page	12" x 10"
1/3 Page	12" x 5.75"
1/4 Page	12" x 3.875"
1/6 Page	12" x 2.5"

2006 DISPLAY ADVERTISING POLICIES & SPECIFICATIONS

I. Film Specifications

1. Minimum Point Size: 8-point type is the minimum allowed for clarity. Use at least 10-point type in reverse areas. If you are using color type, use no more than two primary colors to create the color that you want.
2. Type: Clearbase only.
3. Thickness: .004"
4. Density: 4.0D max (density); .04D min (base fog).
5. Color Saturation: Not to exceed 260%.
6. Orientation: Right reading/Emulsion up.
7. Line Screen: 85 line.
8. Tape: One layer only, up to .002", no rough edges.
9. Opaque: Thin layers, Base side only, Cut-Ins, Pin Reinforcements, Film Carriers.
10. Tags: One layer only, up to .002".
11. Appearance: No kinks, dents or scratches.
12. Register Marks: Cross hairs, center lines and corner crop marks.
13. Number of Burns: Single film only.
14. Halftones: 85 square dot, minimum 5%.
15. Grey Backgrounds: With 25% screen or less, surprint type – With more than 25% screen, use reverse type. Do not substitute a percentage of blue, red and yellow for a percentage of black.
16. Proofs: Proofs are required and must be made from final film. Color Key (S.N.A.P.) preferred for multiple color work. Blueline of Velox preferred for black-only work.

XII. SUNDAY TV WEEK

- A. All reservations for TV Week text and cover-page ads must be made 21 calendar days in advance of publication. Spadeas, Pop-outs and Wraps reservations must be made 25 calendar days in advance of publication. All inserts and wraps, for inserting only, must be supplied to our printer 18 days in advance of issue date. Cancellation fee of 25% of the ad cost if cancelled past space reservation deadline.
- B. Text Page Ad Dimensions

Text-Page Ad Size	Width	Height
Full Page (3x10)	6-3/8"	10-1/8"
2/3 Vertical (2x10)	4-1/4"	10"
1/2 Horizontal (3x5)	6-3/8"	5"
1/2 Island (2x8)	4-1/4"	7"
1/3 Square (1x10)	4-1/4"	5"
1/3 Vertical (1x10)	2"	10"
1/5 Square (2x3)	4-1/4"	3"
1/10 Square (1x3)	2"	3"
Bleed Area	None	None

C. Cover-Page Ad Dimensions

Cover-Page Ad Size	Width	Height
Live Image Area	6.375"	10.125"
Final Trim	7.125"	10.875"
Bleed Area	7.875"	11.625"

D. TV Week Spadea/Insert and Pop-Outs Dimensions

1. Eight-Page Spadea Single Page

Eight-Page Spadea Single Page Size	Width	Height
Final Trim	3.5"	10.875"
Live Image Area	2.75"	10.125"
Bleed Area	None	None

2. Eight-Page Spadea Double Page Spread

Eight-Page Spadea Double Page Size	Width	Height
Final Trim	7"	10.875"
Live Image Area (Including Gutter)	6.375"	10.125"
Bleed Area	None	None

3. Four-Page Pop-Out

Four-Page Pop-Out Size	Width	Height
Final Trim	8.125"	10.875"
Live Image Area	7.375"	10.125"
Bleed Area	8.875"	11.625"

E. All Pages (Cover, Text, Spadeas and Pop-outs) Specifications

1. Paper/Bindery: 30# Newsprint / Glued and trimmed
2. Line Screen: 85 lpi – printed Coldweb Offset
3. Total Apparent Dot Gain:
Quarternone (25%) – 30%
Midtone (50%) – 30%
Three-Quarternone (75%) – 20%
4. Total Area Coverage (after undercolor removal applied) in the areas of reproduction that will carry shadow detail: should not exceed 240%
5. Image Trapping / Spreads and Chokes: overlap amounts must be 0.005"
6. Media Accepted:
 - a. 3.5" Floppy
 - b. Zip Cartridge
 - c. Jaz Cartridge
 - d. CD
 - e. <http://www.pgadodesk.com>
7. Formats Accepted
 - a. PDF/Acrobat (recommended)
 - b. QuarkXpress
 - c. Multi-ad Creator
 - d. PageMaker 6.0 or above
 - e. Photoshop (not recommended for ads)
 - f. Illustrator 6.0 or above
 - g. Freehand 6.0 or above
 - h. ESP/TIFF/JPG
8. Color ads must be built using appropriate process color values (CMYK).
9. Include all electronic files needed to print job; including screen and printer fonts, and all art files. True Type fonts are NOT recommended.
10. Proofs: A hardcopy proof must be included. Color ads: a color composite printout is recommended.

F. TV Book Wrap Dimensions

1. Full Wrap

Full Wrap (Both Sides) Size	Width	Height
Final Trim	7.125"	5.25"
Live Image Area	6.625"	4.75"
Bleed Area	7.625"	6.75"

2. Four-Inch Wrap

Four-Inch Wrap (Back Side) Size	Width	Height
Final Trim	4"	5.25"
Live Image Area	3.5"	4.75"
Bleed Area	4.5"	6.75"

G. TV Week Wrap Specifications

1. Stock: 70# Coated
2. Line Screen: Recommend a screen ruling not higher than 133 lines per inch.
3. Total Apparent Dot Gain:
 - a. Quartertone (25%) – 15%
 - b. Midtone (50%) – 25%
 - c. Three-Quartertone (75%) – 10%
4. Total area coverage (after undercolor removal is applied) in the areas of reproduction that will carry shadow detail should not exceed 300%.
5. Image Trapping / Spreads and Chokes: overlap amounts must be 0.003"
6. Proofs: 3M Matchprint, Dupont Chromalin or its equivalent is recommended made to the following densities:
 - a. Cyan 1.25
 - b. Magenta 1.25
 - c. Yellow 9.5
 - d. Black 1.55
7. Cancellation fee of 25% of ad cost if canceled past space reservation deadline.

XIII. SPECIAL PRODUCTS

A. Polybag

1. If printed by Post-Gazette, artwork must arrive 8 weeks in advance of distribution date. Preprinted bags must arrive one week in advance of distribution dates.
2. Cancellation fee of 25% of ad cost if canceled past space reservation deadline
3. Specifications
 - a. Minimum quantity: 100,000 if printed through the Post-Gazette, 25,000 if supplied
 - b. Holiday minimum: Full run
 - c. Bags are to be white or newspaper-approved color.
 - d. Artwork for bag must be approved by Post-Gazette in advance of distribution.
 - e. Must be on headers of no more than 100.
 - f. Child caution/warning must be displayed.
 - g. Weekday holiday dates are charged at Sunday rates and use a Sunday bag.
 - h. Prices are based on standard PMS ink colors.

4. Polybag print & distribute

Run	Final Trim	Image Area	Film Thickness
Daily Size	7.5" x 21"	6.5" x 18"	1.0 mil.
Sunday	10" x 23"	9" x 20"	1.25 mil.

5. Press Capabilities and Artwork Requirements

a. Standard Bag Colors

- i. Clear
- ii. White
- iii. Yellow
- iv. Orange
- v. Blue
- vi. Red

b. Standard Ink Colors

- i. White
- ii. Black
- iii. Brown PMS 483
- iv. Reflex Blue
- v. Red PMS 185
- vi. Green PMS 348
- vii. Orange PMS 165
- viii. Yellow PMS 109

6. Copy Specifications

- a. Text – Minimum of 12 pt medium for positive text, minimum of 14 pt bold for reverse text.
- b. Line and Free Points – Minimum of 1 pt rule weight for positive, Minimum of 2 pt for reverse.
- c. Color to color trap – Minimum of 1/16", preferably with a black trap line of 1/8" or greater to trap opposing colors.

7. Press Capabilities

- a. Up to 6 colors on 1 side – Must allow for a registration variance of 1/8" total between color.
- b. Up to 3 colors on 2 sides – Screening should be no finer than 45-line screen.
- c. Halftone screen specifications
 - i. Avoid photographs and fine screening since they tend to cause considerable light-to-dark variations.
 - ii. If screening is used, screen line ruling should be 45 lines per inch, with a tonal range of 10-75% and a screen angle of 50 degrees.
 - iii. Additional charge for halftone screen.
- d. Standard plates – Additional cost per color/per side.

8. Standard Artwork

- a. Suffocation Warning is included in the artwork and is within the image area.
- b. Right reading negative, emulsion side up; density of 3.8 to 4.0.
- c. Pre-Separated negatives required for multiple colors.
- d. Color to color trap must be within above referenced specifications.

9. Electronically Generated Art

- a. Must be separated with 1200 dpi or greater quality (Laser printed art accepted if of similar quality).
- b. Scanned-in images are not acceptable.

10. Art on disk

- a. All support files must be included on disk.
- b. All screen and printer fonts must be included on disk. Scanned-in art is not acceptable.
- c. Must include mechanical color proof with scale indicated. All art must be vector images set-up in spot color.
- d. Raster images are not acceptable.

- e. Preferred applications are: QuarkXpress, Adobe Illustrator and Freehand. Use of Multi-ad Creator is discouraged. However, if must be used, Creator files must be exported as EPS files. No PDF or jpeg files.
- B. Post-It Notes – Home delivery carriers place the Post-It on the front page of the "A" section of the newspaper. Post-It Notes are accepted for daily or Sunday home delivery.
 - 1. The imprint area for the 4" x 4" pad is 3-6/8 x 3-9/16". Screens are available in 5%, 10% or 40%. Artwork should be provided solid and percentages should be indicated on artwork.
 - 2. Space and copy deadline: 4 weeks prior to distribution.
 - 3. Preprinted notes must arrive one week in advance of distribution date.
 - 4. Cancellation fee of 25% of ad cost if canceled past space reservation deadline.
 - 5. Size Restrictions
 - a. Minimum size: 3"x 3"
 - b. Maximum size: 4"x 6"
 - 6. Quantity Increments (*Minimum for daily is 25,000; Minimum for Sunday is 50,000*)
 - a. 25,000
 - b. 50,000
 - c. 100,000
 - d. 180,000
 - e. 250,000
 - 7. Standard Paper Colors (*One paper color per pad*)
 - a. White
 - b. Pink
 - c. Cream
 - d. Light Gray
 - e. Blue
 - f. Green
 - g. Yellow
 - 8. Neon Paper Colors (*One paper color per pad. Recommend black ink when printing on neon paper.*)
 - a. Lemon
 - b. Orange
 - c. Lime
 - d. Pink
 - e. Grape
 - 9. Standard Ink Color Options (*Note: PMS # listed next to standard color is a very close representation of standard color. Exact match cannot be guaranteed. Not all colors provide high contrast on all paper colors.*)
 - a. Black
 - b. Blue (PMS 300)
 - c. Brown (PMS 168)
 - d. Burgundy (PMS 215)
 - e. Green (PMS 347)
 - f. Teal (PMS 320)
 - g. Purple (PMS 527)
 - h. Red (PMS 185)
 - 10. Ink and paper color combinations
 - a. One color on standard paper
 - b. Two colors on standard paper
 - c. One color on neon paper
 - 11. Specifications
 - a. Imprint area: 3.625" x 3.5625"
 - b. Screens not available. Additional charge for reverse type on 25% or more of imprint area: \$1.00 per thousand.

XIV. PREPRINT DISTRIBUTION PROGRAMS

- A. Sunday
 - 1. Preprints are packaged inside of the Comic section of the Sunday paper.
 - 2. Distribution is sold as a combination of home delivery and single copy sales.
 - 3. Preprint distribution may be selected at the zone or ZIP code level.
 - 4. Minimum quantity is 50,000 preprints January through September; 75,000 October through December.
 - 5. Scheduling Deadlines
 - a. Reservation deadline: 3 weeks (21 calendar days) prior to distribution date.
 - b. Cancellation fee of 25% of ad cost if canceled past space reservation deadline.
 - c. **Delivery Deadline: 10 days prior to distribution date.**
 - 6. Delivery Address:

Pittsburgh Post-Gazette – North Side Insert Plant,
2301 Preble Avenue, Pittsburgh, PA 15233
412-263-1904 or 412-263-1503
 - 7. Receiving Hours: 6 a.m. - 6 p.m. Monday through Friday
 - 8. Size Requirements (Daily and Sunday)
 - a. Standard Sizes and Dimensions

Standard Size	Width	Height
Maximum*	11"	12.75"
Minimum	4.5"	7"

* Preprints not to exceed 11" x 12.75"

- b. Mini Card Sizes and Dimensions

Mini Card Size	Width	Height
Maximum	6.5"	10"
Minimum	4.5"	7"

- c. Sizes and Dimensions

Single Sheet	Width	Height
Maximum	11"	12.75"

- d. Flexi-Tab Size and Dimension

Flexi-tab Size	Width	Height
Maximum	6.5"	10"

- e. Mini Card/Tabs or any preprints of unusual size, shape, weight or inserts containing product samples require prior approval and a special quote.
- f. Minimum weight for inserts printed on newsprint: 32 lb.
- g. Minimum weight for single sheet cards: 70 lb. Card stock/60 lb. Coated stock
- h. Print and Deliver Programs
 - i. Single sheet (8.5" x 11") and 4 tab (8.5" x 11"). Other sizes available with special quote.
 - ii. 60# coated or 75# hi-bulk
 - iii. Two color to four color available.
 - iv. Minimum 10,000
 - v. Deadline to place order is four weeks prior to distribution date.

- B. Daily Home Delivery Subscriber and Single-Copy Preprint Programs
- Home delivery preprint distribution may be selected at the zone or ZIP code level.
 - Available Monday through Saturday.
 - Minimum quantity is 10,000.
 - 100,000 Minimum on Thanksgiving.
 - 50,000 Minimum on Bonus Days Distribution.
 - Single Copy
 - Available on Thursday only
 - Minimum quantity: Full run distribution only.
- C. Non-Subscriber Preprint Program
- Preprint distribution may be selected at the ZIP code level.
 - Targeted to non-subscriber household with \$30,000 plus median income.
 - Available only on Thursdays.
 - Minimum quantity is 10,000.
 - Non-subscriber delivery does not count toward newspaper frequency rates or contract fulfillment.
 - Preprints are distributed via a combination of U.S. Postal mail and alternative delivery (adult carriers).
 - The U.S. Postal Service does not guarantee the delivery of third class mail on a specific day. Third class mail may receive deferred service. The Post-Gazette does not assume the responsibility for early or late mail delivery by the U.S. Postal Service.
- D. Bonus Day Distribution: Sunday rates apply
- Bonus day distribution is a combination of daily and Sunday only home delivery (Subscribers) unduplicated.
 - Available on the following holidays: Monday after New Year's Day (Jan. 2), Martin Luther King's Birthday (Jan. 16), Presidents Day (Feb. 20), Good Friday (April 14), Memorial Day (May 29), bonus day (July 3), Independence Day (July 4), bonus day (Sept. 1), Labor Day (Sept. 4), Columbus Day (Oct. 9), Veterans Day (Nov. 10), Thanksgiving (Nov. 23), day after Thanksgiving (Nov. 24), Christmas day (Dec. 25), bonus day (Dec. 29).
 - Daily Home Delivery, Single Copy and Non-subscriber Scheduling Deadlines:
 - Reservation deadline: 3 weeks (21 calendar days) prior to distribution date.
 - Delivery deadline: 7 Calendar days prior to distribution date.
 - Cancellation fee of 25% of the cost of the ad if cancelled past space reservation deadline.
 - Daily Home Delivery and Single Copy Delivery Address:
Pittsburgh Post-Gazette – North Side Insert Plant
2301 Preble Avenue
Pittsburgh, PA 15233
412-263-1904
412-263-1503
Receiving Hours: 6 a.m.-6 p.m. Monday through Friday
 - Non-subscriber Delivery Address:
Pittsburgh Mailing Service
4777 Streets Run Road
Pittsburgh, PA 15236
412-881-5000
Receiving Hours: 6 a.m.-6 p.m. Monday through Friday
 - Delivery deadline: 7 calendar days prior to distribution date

- E. Preprint Contract Requirements
- A contract is required in order to immediately qualify for frequency discounts.
 - Daily and Sunday preprints may be combined to earn frequency discounts.
 - The preprint schedule must run within one year from the date of the first preprint. Contracts are not back-dated beyond a 30-day period.
 - Advertisers that do not fulfill contract requirements will be re-billed at the earned rate.
 - A set-up fee of \$175.00 is charged for advertisers requiring two inserts of different sizes to run as one preprint.
 - Preprint and Print and Distribute inches count toward fulfillment of daily R.O.P. or Zone contracts in the following manner: Divide R.O.P. or Zone contract inch rate into total preprint cost. Example: \$10,000 retail daily full-run preprint expenditure divided by 15,000" agreement rate (\$105.15) equals 95" accrued toward non-rebateable R.O.P. contract agreement. Preprint conversion inches count toward contract fulfillment but are not rebateable.
 - Non-subscriber distribution does not count toward newspaper frequency rates or contract fulfillment.

XV. MIDWEEK PREPRINT JACKET ADVERTISING PROGRAMS

- A. Thursday home delivery & Thursday non-subscribers
- Quantity estimate
 - Home delivery: 180,000
 - Non-subscriber: 300,000 maximum of 500,000
 - Two standard pages: four color
 - Sizes
 - Page Size: 12.5 x 21"
 - Image Size: 12 x 19"
 - Line screen: 100
- B. Wednesday or Friday home delivery
- Quantity estimate
 - Home Delivery: 180,000
 - Overruns are available. Contact your Account Executive for a price quote.
 - Two standard pages: Four color
 - Sizes
 - Page Size: 12.5" x 21"
 - Image Size: 12" x 19"
 - Line Screen: 100
 - Space reservation deadline: 21 days prior to publication date
 - Copy due deadline: 21 days prior to publication date
 - Final release deadline: 13 days prior to publication date
 - Cancellation policy: 25% of ad cost is cancelled past space reservation deadline.



XVI. ONLINE

A. Site Overview

- As an established, branded extension of the Pittsburgh Post-Gazette, post-gazette.com provides local consumers with the most up-to-date news and information about what is happening in the Pittsburgh area. It is western Pennsylvania's most-visited web site; in an average month, post-gazette.com:
 - attracts more than 3.1 million unique users (Sept.-Nov. '05).
 - generates more than 35.4 million page views (Sept.-Nov. '05).
- Western Pennsylvania's number one news and information web site is post-gazette.com.

Rank	Media	Cume Persons	Cume Rating
1	post-gazette.com	379,800	20.6
2	wpxi.com	254,000	13.8
3	thepittsburghchannel.com	248,500	13.5
4	kdka.com	239,700	13.0
5	pittsburgh.com	204,300	11.1
6	pittsburghlive.com	159,300	8.7
7	triblive.com	158,200	8.6

Source: The Media Audit Sept.-Oct. 2005, Pittsburgh Market

- Not only does post-gazette.com reach more adults in the Pittsburgh market than any other web site – it also attracts a predominately young, affluent and educated audience. Research from the Media Audit shows that 59 percent of post-gazette.com's audience is under age 45, 56 percent have an individual income of \$50,000 or more and 43 percent have at least a college degree.
- More new content is published to post-gazette.com every day than to any other local web site, and less than half of post-gazette.com comes from the paper's print edition. Features that are only available online include breaking news, online chats, an expanded weather section, a TV Q&A, Steelers, Pirates, Penguins, and Pitt Q&A, Black & Gold Insider, high school sports statistics, professional sports schedules and statistics, searchable classified section, obituary guest books and much more.

B. Advertising Opportunities

- Custom Packages – Using our experience, let us help you develop a strategy to reach your prospects on post-gazette.com and deliver these prospects to your site. We'll custom-design your online advertising program to target your audience resulting in an efficient and effective marketing program that will reach your desired target audience.
- Sponsorships – You can build brand loyalty, generate leads and educate your audience by fully integrating your advertising message in relevant content through various sponsorship opportunities. Sections available include, Weather, Travel, Explore Pittsburgh, Health & Science, Business News, Food, Pro/College Sports, High School Sports, Golf, Ski & Snow Sports and more.
- Directories – Reach your target audience by placing a listing advertisement in one of post-gazette.com's directories.
- Headlines by E-mail – Your message can reach thousands of post-gazette.com's daily Headlines by E-mail recipients.
- E-mail Blasts – With our database of e-mail addresses, we can deliver your message through the most cost-efficient and time-efficient medium available – the Internet.

- Newsletters – E-mail newsletters deliver post-gazette.com's outstanding content to highly targeted audiences. Newsletters feature a variety of advertising options including HTML advertising, sponsorships, and customized advertiser newsletters.
- Seize the Day – Have your advertising message prominently displayed on post-gazette.com's home page for a day using a wide skyscraper.
- Video Sponsorship – Your streaming video advertisement can be viewed by users as a commercial during a news or other video feature on post-gazette.com.
- Marketplace – Increase the reach of your print display ad by also featuring it on post-gazette.com.
- Inserts Online – Place your print and deliver advertisement on post-gazette.com to maximize your reach in the Pittsburgh market.

C. Classified Advertising Opportunities

- Cars – Consumers can search hundreds of listings online from the Post-Gazette classifieds and area dealers. Advertising opportunities include:
 - Dealer packages
 - Featured cars
 - Custom online advertisement packages
- Jobs – The online jobs section at post-gazette.com/jobs features thousands of job listings from the Pittsburgh Post-Gazette, direct online employer postings, and a national network of jobs. Advertising opportunities include:
 - Online job postings
 - Featured job postings
 - Candidate search
 - Display ads
 - Job fairs
 - National Network
 - Spotlight Jobs
- Homes – The real estate for sale section on post-gazette.com features listings from the Post-Gazette classifieds as well as broker listings. Custom advertising packages are available to showcase your message in front of this audience.

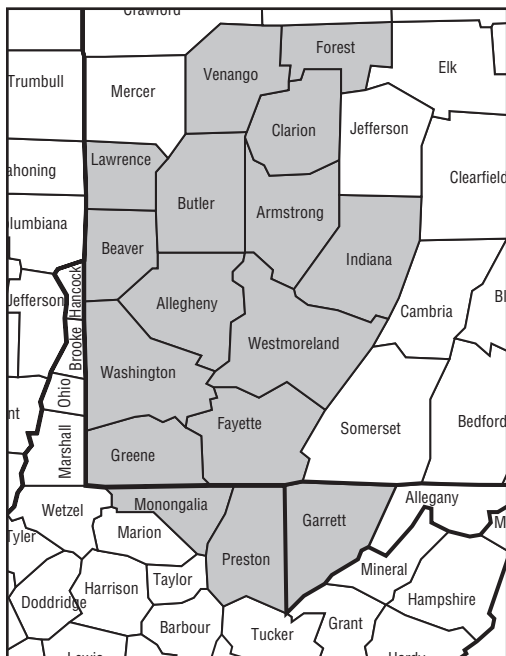
D. Advertising Guidelines

- Ad sizes
 - Wide Skyscraper – 160 x 600 pixels
 - Leaderboard – 728 x 90 pixels
 - Skyscraper – 120 x 600 pixels
 - Full Banner – 468 x 60 pixels
 - Vertical Banner – 120 x 240 pixels
 - Button 2 – 120 x 90 pixels
 - Button 1 – 120 x 60 pixels
- Ad specifications and formats
 - Maximum file size: 24.0 K
 - Accepted formats: Static or animated .gif or .jpg. Rich media ads are accepted on a case-by-case basis and may require extra lead time.
 - Color palette: Web-safe palette recommended for GIFs
 - Animation: Maximum three animation loops; recommended animation frame limit of four.
 - Include ALT text and the click-through URL
 - For the most recent information, post-gazette.com/onlinemediakit
- Video guidelines
 - The content MUST be encoded for windows media player (file format wmv).
 - The content should be no bigger than 320 x 240.
- E-mail guidelines – ads must be HTML and either 120 x 600 pixels or 160 x 600 pixels.

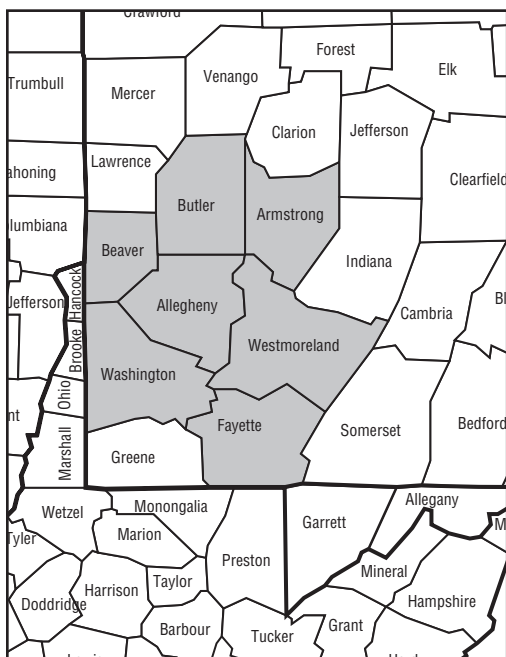
Source: 24/7 Real Media

XVII. PITTSBURGH DMA/MSA

- A. Pittsburgh DMA – DMA consists of Allegheny, Armstrong, Beaver, Butler, Fayette, Washington, Westmoreland, Clarion, Forest, Greene, Indiana, Lawrence, Venango Counties (PA), Garrett County (MD), Monongalia, Preston Counties (WV).



- B. Pittsburgh MSA – MSA consists of Allegheny, Armstrong, Beaver, Butler, Fayette, Washington and Westmoreland Counties.



XVIII. PREPRINT INSERTION AND PACKAGING SPECIFICATIONS

- A. Packaging and Shipping Requirements
1. Maximum acceptable pallet weight is 2,500 lbs.
 2. Maximum pallet dimensions 48" long by 42" wide.
 3. Maximum allowable height is 5 feet from the floor to the top of the loaded pallet.
 4. Preprints should be brick stacked for maximum stability.
 5. Preprints for insertion should be in turns of not less than 75 (unless page count is 36 tab or above).
 6. Preprints should NOT be tied or banded together in bundles with rope, plastic, string, straps or rubber bands.
 7. A cardboard divider should be placed between turns/rows to keep preprints stable and flat.
 8. Pallet tops should be cardboard, hardwood or sturdy synthetic the same size as pallet base. Each pallet should have corner pieces.
 9. Do NOT double stack pallets in trailers.
 10. Early deliveries of preprints require notification of Packaging department (412-263-1506).
 11. Preprints must be on skids/pallets or in box if applicable. Shipments not on skids or pallets, or skids broken apart, or badly damaged may be refused. If added labor is required to salvage shipment, labor charges will be the responsibility of the shipper.
- B. Pallet Identification – Each pallet must have the preprint and a pallet label displayed or "flagged" on two sides. The following information should be on the label:
1. Publication (Pittsburgh Post-Gazette)
 2. Advertiser
 3. Preprint name and version if applicable
 4. Insertion date
 5. Total preprint quantity on pallet
 6. Preprint quantity per bundle or box
 7. Preprints per turn/cut/kick
 8. Total weight per pallet
 9. Pallet tare weight (total weight less insert weight)
 10. Multiple versions of the same preprint require version identification on the front and/or the back of the preprint. Each version should be on a separate pallet with appropriate flagging.
- C. Bill of Lading
1. "Bill of Lading" should contain following information:
 - a. Name of advertiser
 - b. Insertion date
 - c. Name of printer
 - d. Total amount of preprints
 - e. Number of preprints per pallet or skid
 - f. Number of pallets shipped
 - g. Printer contact and phone number
 - h. Delivery address
 2. When shipments arrive on more than one truck, last bill of lading should be noted as final.
- D. Insert Specifications single-sheets / cards /envelopes
1. Minimum stock thickness .007"
 2. Maximum stock thickness .25"
 3. Minimum size 4.5" x 7"
 4. Maximum size 11" x 12.75"
 5. Standard broadsheet preprints printed on 30-lb newsprint should be 8 pages minimum. Inserts of less than 8 pages may need to be quarter-folded for insertion. Standard tabloid-page inserts printed on 30-lb stock should be minimum 8 pages.

- E. Out-of-Spec Inserts
1. 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.
 - a. Non-rectangular; tri-fold; or die-cut, special shaped inserts. Accordion folds cannot be accommodated.
 - b. Inserts of inconsistent thickness (non-uniform thickness or a lump in an preprint, pre-stuffed inserts).
 - c. Inserts that stick together and do not separate consistently.
 - d. Inserts pages that are glued, stapled, stitched, perforated or perfect bound.
 - e. 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.
 2. 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.
 3. 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.
- F. Delivery Deadlines
1. Monday through Saturday issues – 5:30 p.m. 7 days prior to issue date.
 2. Sunday issue – 5:30 p.m. Friday, 10 days prior to issue date.
 3. Pittsburgh Post-Gazette reserves the right to change deadlines to accommodate for holidays.

If preprints/inserts are not packaged and labeled correctly or out of specifications, the Pittsburgh Post-Gazette cannot be held responsible for shortages and missed packages.

All newspaper preprints/inserts should be delivered to:
Pittsburgh Post-Gazette
North Side Inserting Plant
2301 Preble Avenue
Pittsburgh, PA 15233

Insertion Plant Receiving Hours: Monday-Friday, 6 a.m. to 6 p.m.
For directions call 412-263-1904. For preprint verification call 412-263-1529 or 412-263-1503 during normal receiving hours.

All Nonsubscriber (PMC) preprints/inserts should be delivered to:
Pittsburgh Mailing Services
4777 Streets Run Road
Pittsburgh, PA 15236

Delivery deadline: seven days prior to issue date
Plant Receiving Hours: Monday – Friday 6 a.m. to 6 p.m.
For directions call 412-881-5000