

I. RATES

- A. The Post-Gazette has Pittsburgh's most complete food section. Published every Thursday, Food & Flavor contains feature stories on cooking, recipes and nutritional information. Use the PG's Food & Flavor section to target those planning their weekend shopping and reach more than 516,000 daily readers.
- B. Food & Flavor Advertising
Retail Advertising Rates (per column inch)

| Frequency | Full Run Multi Location | Full Run Single Location |
|-----------|----------------------------|-----------------------------|
| 4x | \$86.30 | \$36.70 |
| 8x | \$80.05 | \$34.35 |
| 13x | \$73.25 | \$32.75 |
| 26x | \$67.05 | \$31.05 |
| 52x | \$58.55 | \$26.95 |

II. REQUIREMENTS

- A. Rates apply to Thursday Food & Flavor section only
- B. Minimum ad size: 8 column inches
- C. Rates available to recognized food-oriented retailers
- D. 8x, 13x and 26x week frequency are not required to be consecutive weeks
- E. Signed frequency contracts are required
- F. Must maintain frequency commitment within one level year-over-year

III. DEADLINES

- A. Space, copy and material due - Monday, 5 p.m.
- B. Final release - Wednesday, noon