

REGIONAL TRAVEL

PITTSBURGH POST-GAZETTE 2009 ADVERTISING RATES

2009

GENERAL

I. GENERAL RATES

Applicable to advertisers located in the Pittsburgh Premier Region promoting destinations, attractions or accommodations within the same designated region (see map at right). A travel agency or tour operator located in the 16-county Pittsburgh DMA may advertise at the Regional Travel rate provided the advertisement does not specifically promote a single national product such as a cruise line, hotel or airline. Otherwise, General Travel rates apply.

Minimum Inches	Daily	Sunday/ Holiday
Open	\$170.30	\$266.70
50	\$166.20	\$259.85
100	\$161.35	\$244.95
175	\$159.65	\$241.45
250	\$157.70	\$236.30
500	\$154.90	\$232.40
750	\$153.65	\$230.15
1000	\$152.15	\$228.50
1250	\$150.90	\$225.75
1500	\$149.15	\$223.55
2000	\$146.10	\$219.10
2500	\$143.05	\$214.85
3000	\$140.35	\$210.55
3500	\$137.60	\$206.20
4000	\$134.90	\$197.95
4500	\$129.40	\$190.10
5000	\$123.95	\$182.50
5500	\$119.25	\$175.20
6000	\$114.50	\$168.25

- A. 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%

- B. Pittsburgh Premier Regional Map - Consists of Pennsylvania, Ohio and West Virginia. Also includes select counties in Maryland (Frederick, Washington, Garrett, Allegany) and New York (Erie, Niagara, Cattaraugus, Chautauqua.)



II. ACCOMMODATIONS DIRECTORY RATES

Accommodations Directory appears in the Sunday On The Go section for small inns and lodges, bed and breakfasts, condo and cottage rentals and campgrounds. Six line minimum.

Insertions	Net per Line
1x	\$21.75
4x	\$19.60
13x	\$18.35
26x	\$17.45
52x	\$16.80

III. 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%

IV. 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%