

## I. LOCAL AUTOMOTIVE CLASSIFIED RATES

### A. In-Column Per Line

Insertions	Daily	Sunday
One	\$7.10	\$10.00
Daily Repeat (within 7 days)	\$3.91	

### B. Display Per Inch

Insertions	Daily	Sunday
One	\$99.40	\$140.00
Daily Repeat (within 7 days)	\$54.74	

## II. LOCAL AUTOMOTIVE CLASSIFIED BULK CONTRACT RATES (PER LINE)

### A. In-Column Per Line

Lines per year	Daily	Daily Repeat (within 7 days)	Sunday
500	\$6.35	\$3.49	\$9.15
1000	\$6.20	\$3.41	\$9.05
2500	\$6.10	\$3.36	\$8.90
5000	\$6.05	\$3.33	\$8.80
10000	\$6.00	\$3.30	\$8.70

### B. Display Per Inch

Lines per year	Daily	Daily Repeat (within 7 days)	Sunday
500	\$88.90	\$48.90	\$128.10
1000	\$86.80	\$47.74	\$126.70
2500	\$85.40	\$46.97	\$124.60
5000	\$84.70	\$46.59	\$123.20
10000	\$84.00	\$46.20	\$121.80

## III. AUTOMOTIVE DAILY CLASSIFIED CONTRACT YEARLY RATES

### A. In-Column Per Line

Lines	28 Days Daily	28 Days Sunday	2-7 Days Daily	2-7 Days Sunday	1 Day Daily	1 Day Sunday
4	\$3.40	\$6.85	\$3.85	\$7.10	\$5.55	\$8.15
7	\$3.15	\$6.65	\$3.60	\$6.85	\$5.40	\$7.95
14	\$3.00	\$6.55	\$3.40	\$6.75	\$5.25	\$7.80
28	\$2.90	\$6.45	\$3.25	\$6.70	\$5.10	\$7.65
70	\$2.85	\$6.40	\$3.15	\$6.65	\$4.85	\$7.50

### B. Display Per Inch

Lines	28 Days Daily	28 Days Sunday	2-7 Days Daily	2-7 Days Sunday	1 Day Daily	1 Day Sunday
4	\$47.60	\$95.90	\$53.90	\$99.40	\$77.70	\$114.10
7	\$44.10	\$93.10	\$50.40	\$95.90	\$75.60	\$111.30
14	\$42.00	\$91.70	\$47.60	\$94.50	\$73.50	\$109.20
28	\$40.60	\$90.30	\$45.50	\$93.80	\$71.40	\$107.10
70	\$39.90	\$89.60	\$44.10	\$93.10	\$67.90	\$105.00

Daily Pittsburgh Post-Gazette contracts are in effect for one year and are self-renewing. Three-month contracts are available for an additional \$.10 per line (\$1.40 per inch) and are not self-renewing.

## IV. LOCAL COLOR

	Daily	Sunday
Black & 1 color	\$1,942	\$3,006
Black & 2-3 colors	\$2,496	\$4,552

## V. WEEKEND OF WHEELS

Expanded sections of automotive advertising published five times a year during holiday weekends. Special packages available.

## VI. CONTACT INFORMATION

For more information on frequency discounts, special publications, customized online ad campaigns and targeted distribution of your printed sales materials, contact your Post-Gazette sales representative.