

LOCAL AND MISCELLANEOUS

PITTSBURGH POST-GAZETTE 2009 ADVERTISING RATES

2009

CLASSIFIED

I. LOCAL OPEN CLASSIFIED RATES

A. In-Column Per Line

Insertions	Daily	Sunday
One	\$7.00	\$10.00
Daily Repeat (within 7 days)		\$3.85

B. Display Per Inch

Insertions	Daily	Sunday
One	\$98.00	\$140.00
Daily Repeat (within 7 days)	\$53.90	

II. LOCAL CLASSIFIED BULK CONTRACT RATES

A. In-Column Per Line

Lines per year	Daily	Daily Repeat (within 7 days)	Sunday
500	\$6.35	\$3.49	\$9.20
1000	\$6.25	\$3.44	\$9.10
2500	\$6.15	\$3.38	\$9.00
5000	\$6.10	\$3.36	\$8.90
10000	\$6.05	\$3.33	\$8.80

B. Display Per Inch

Lines per year	Daily	Daily Repeat (within 7 days)	Sunday
500	\$88.90	\$48.86	\$128.80
1000	\$87.50	\$48.16	\$127.40
2500	\$86.10	\$47.32	\$126.00
5000	\$85.40	\$47.04	\$124.60
10000	\$84.70	\$46.62	\$123.20

III. ANTIQUES MAGAZINE (PER LINE/PER INSERTION)

	Per Line	Per Inch
One Time	\$4.60	\$64.40
2-5x	\$3.20	\$44.80

IV. CELEBRATIONS

Rate Per Inch \$24.00

V. 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	\$6.95	\$3.85	\$7.20	\$5.55	\$8.20
7	\$3.15	\$6.70	\$3.60	\$6.95	\$5.40	\$8.00
14	\$3.00	\$6.60	\$3.40	\$6.80	\$5.25	\$7.85
28	\$2.85	\$6.50	\$3.25	\$6.75	\$5.10	\$7.75
70	\$2.80	\$6.45	\$3.15	\$6.70	\$4.90	\$7.55

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	\$97.30	\$53.90	\$100.80	\$77.70	\$114.80
7	\$44.10	\$93.80	\$50.40	\$97.30	\$75.60	\$112.00
14	\$42.00	\$92.40	\$47.60	\$95.20	\$73.50	\$109.90
28	\$39.90	\$91.00	\$45.50	\$94.50	\$71.40	\$108.50
70	\$39.20	\$90.30	\$44.10	\$93.80	\$68.60	\$105.70

VI. LOCAL COLOR

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

VII. CONTACT INFORMATION

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