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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: Applies to all candidates for elected office. Political advertising copy must be cleared by the advertising department prior to publication. All political advertising must be paid for in advance of publication. Political advertising will not be accepted for publication on the day of the election.
- 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 publication. 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. 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.
- B. 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 retail rate of such outlets or methods of distribution.
- C. General Advertising/National Classified 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 transferable 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.
- D. 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. 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 Szymie Extra Bold Condensed (font 56); body copy will be set in Newton Medium 10-point type (font 75). Reverse type can be no smaller than 12 pt.; non-reverse type can be no smaller than 8 pt.
 - 5. Advertisements of less than one inch are not accepted, except in designated classifications. Classified advertisements of less than four (4) lines, or less than five (5) lines for employment, will not be accepted. Minimum classified display size is four inches. Classified display ads must be as many inches deep as they are columns wide except in designated classes.
 - 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.

- C. Auto Dealer Associations
 - 1. Automobile Dealer Associations will be eligible for the Automobile Dealer Association rates only if their organization meets the following requirements:
 - a. The Dealers Association must have a charter and/or be incorporated.
 - b. The association may be of the same model line or an organization of different model lines within a given area.
 - c. The Dealers Association must have elected officers with the power to collect and expend Association funds without interference or veto by automobile manufacturers, distributors and/or importers.
 - d. Advertising funds for dealers associations must be locally generated and completely controlled by the elected officers.
 - e. Association members, their officers and their advertising committee must have the complete freedom to assign agencies, select media, purchase advertising and direct the preparation of the advertising message and dealer identification.
 - f. Automobile Dealers Association advertising must, by the signature or headline of the ad, make positive identification of the individual member dealers or the association. No contact reference to the manufacturer or distributor may appear in the advertisement.
 - 2. Dealer Association members individual dealer listings can be positioned below or adjacent to manufacturers' advertisements containing the manufacturers' identification. In such cases, the association rate would apply to the dealer's signature section of the ad and the master advertisement would be billed at the General rate. Approval of both parties is mandatory before such coordination of efforts is published.
- D. National Classified
 - 1. Categories
 - a. Help Wanted
 - b. Real Estate
 - c. Business Opportunities
 - d. Misc.
 - 2. Regulations
 - a. The Pittsburgh Post-Gazette reserves the right to edit, revise or reject any advertising.
 - b. A National Classified advertiser is one who manufactures, distributes or sells his merchandise through any other store except his own retail store or stores which are owned and operated by him, including Franchising and Distributorship opportunities.
 - c. An advertiser in business whose place of business is located outside the 200-mile radius of Pittsburgh, or an employer hiring for positions located outside the 200 mile radius of Pittsburgh, is considered a National Classified Advertiser.
 - d. Change of copy permitted as desired.
 - e. Minimum ad five lines.
 - f. Art, logos and borders permitted in multiple-column ads and one-column ads of four or more inches.
 - g. All ads are subject to credit approval. Visa, MasterCard, Discover/Novus accepted.
 - 3. Fax Numbers: 412-263-1263 or 412-263-1558.

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. Internet Banners, Buttons, Towers, Flash ad design and creation also available 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 adservices@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.pgadddesk.com at no charge. Ads are also accepted from third party transfer sites such as Ad-Send, Shoom, Ad Direct 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.
 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" ROP (11.46" x 22" Classified Advertising)
 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. Other/Miscellaneous Requirements:
 1. Reverse type can be no smaller than 12 pt.; non-reverse type can 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. 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. CLASSIFIED MEASUREMENTS

Columns	Decimals	Picas/Points
1	1.08	6p6
2	2.24	13p5
3	3.39	20p4
4	4.54	27p3
5	5.69	34p2
6	6.85	41p1
7	8	48p
8	9.15	54p11
9	10.31	61p10
10	11.46	68p9

- A. Page size: 11.46" x 22" deep
- B. 10 columns per page
- C. Double truck size for Classified: 23-1/2" x 22"

VIII. ADVERTISING DEADLINES

A. ROP 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	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 On the Arts	Tue. 5 p.m.	Thu. 5 p.m.
Sunday On the Go	Tue. 5 p.m.	Thu. noon
Sunday Late Run	Wed. 5 p.m.	Fri. 5 p.m.
Seen	Thu. 5pm	Fri. 5 p.m.

B. Classified Display Deadlines

Publication Day	Space, Copy and Material	Final Proof, Corrections and Release
Monday	Thu. 5 p.m.	Fri. noon
Tuesday	Fri. 5 p.m.	Mon. noon
Wednesday	Mon. 5 p.m.	Tue. noon
Thursday	Tue. 5 p.m.	Wed. noon
Friday	Wed. 5 p.m.	Thu. noon
Saturday	Thu. 5 p.m.	Fri. noon
Sunday North Zone	Mon. 5 p.m.	Thu. noon
Sunday Washington Zone	Tue. 5 p.m.	Thu. noon
Sunday Real Estate	Tue. 5 p.m.	Thu. noon
Sunday Automotive	Wed. 5 p.m.	Thu. 5 p.m.
Sunday Recruitment	Thu. 5 p.m.	Fri. noon
Thursday Zones	Mon. 5 p.m.	Tue. 5 p.m.

- C. 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 before final release deadline.
- D. For electronic ad submission, please refer to our online system at www.pgadddesk.com.
- E. Classified In-column deadlines (copy, corrections and cancellations)
 1. Daily ads 4:30 p.m. preceding day of publication
 2. Sunday recruitment display
 - a. Ad space reservation Thursday, 5 p.m.
 - b. Copy (without proof) Thursday, 5 p.m.
 - c. Camera-ready Friday, noon
 3. Recruitment in-column Friday, 4 p.m.
 4. Sunday Real Estate display
 - a. Space Tuesday, 5 p.m.
 - b. Copy (without proof) or camera-ready Wednesday, noon
 5. Real Estate in-column Thursday, 4 p.m.
 6. Sunday Automotive Display
 - a. Copy & space Wednesday, 5 p.m.
 - b. Final proof release or camera-ready Thursday, 4:30 p.m.
 7. Automotive in-column Friday, 4 p.m.

IX. COLOR DEADLINES & REQUIREMENTS

- A. Daily Post-Gazette: For advertisers furnishing complete materials, copy and non-cancellable 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. Electronic ads should be uploaded to www.pgaddesk.com.
- E. Computer disk requirements:
 - 1. Document specifications - InDesign, 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 charges.
 - 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 240% 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 24" wide x 22" deep (image printing size). Electronic ads must be received by the Ad Services department by space, copy and material deadline. Fax proof corrections to Ad Services at 412-263-0147 by final release deadline.

X. ZONED EDITION DEADLINES

- A. Thursday Zones (North, South, East, West)
 - 1. Space/copy and material: Monday preceding publication.
 - 2. Final proof corrections and release: 5 p.m. Tuesday.
- B. Sunday Washington Zone
 - 1. Space/copy and material: 5 p.m. Tuesday.
 - 2. Final proof corrections and release: Noon Thursday.
- C. Sunday North Zone
 - 1. Space/copy and material: 5 p.m. Monday.
 - 2. Final proof corrections and release: Noon Thursday.

XI. SEEN MAGAZINE

- A. Seen Magazine is distributed to home-delivery subscribers in key ZIP codes each Saturday.
- B. Full-color, glossy format
- C. Space reservation is nine days prior to publication date.
- D. Ad dimensions

Ad Size	Columns	Width	Depth
Full Page	6	11.875"	20"
Half Page Horiz.	6	11.875"	10"
Half Page Vert.	3	5.875"	20"
1/4 Page	3	5.875"	10"
Fashion Size	2	3.875"	6.5"
Mini-Fashion	2	3.875"	3.25"
Front Page Strip	6	11.875"	2"

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

XII. 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"

XIII. TV WEEK

- A. All reservations for TV Week text and cover-page ads must be made 16 calendar days in advance of publication. Wraps and Pop-out pages should be reserved 23 days in advance of publication. 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
Front Cover ad	7.375"	2.00"
Half Page Horiz. Page 9	7.375"	4.75"
Half Page Vert. Page 31	3.6042"	9.75"
Back Cover	7.375"	9.75"

- C. Wrap, Inside Glossy and Pop-out Ad Dimensions.
 - 1. Front Wrap Page

	Width	Height
Bleed Area**	4.75"	9.00"
Trim Area**	4.25"	8.75"
Safe Copy Area*	3.75"	8.375"

*.125" must be left on the bottom of the Safe Copy Area for printer's marks. No copy is permitted in this area

** Bleed and Trim Area are applied from the bottom and side borders only. Image and copy may be applied to the top edge.

- 2. Wrap Pages & Inside Glossy

	Width	Height
Bleed Area	4.75"	11.125"
Trim Area	4.25"	10.625"
Safe Copy Area*	3.75"	10.125"

*.125" must be left on the bottom of the Safe Copy Area for printer's marks. No copy is permitted in this area.

- 3. Pop-Out Page

	Width	Height
Trim Area	8.5"	10.75"
Safe Copy Area	7.5"	10.00"

- E. All Pages (Cover, Text, Spadeas and Pop-outs) Specifications
 - 1. Paper/Bindery: 30# Newsprint / Glued and trimmed
 - 2. Line Screen: 85 lines per inch - printed Coldweb Offset
 - 3. Total Apparent Dot Gain: 30%
 - 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. Format Accepted: High resolution PDF sent to www.pgaddesk.com. For questions about other formats, please contact your Post-Gazette Account Executive.
 - 7. Color ads must be built using appropriate process color values (CMYK).
 - 8. Color ads: a color composite printout is recommended.

XIV. SPECIAL PRODUCTS

- A. Polybag
 - 1. If printed by Post-Gazette, artwork must arrive 6 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. Minimum 25,000 daily, 50,000 Sunday. Holidays may require additional minimum quantity
 - 1. The imprint area for the 3" x 3" note is 2.875" x 2.875". Artwork should be provided solid and percentages should be indicated on artwork.
 - 2. Space and copy deadline: Two 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 cancelled past space reservation deadline.
 - 5. Size Restrictions
 - a. Minimum size: 3"x 3"
 - b. Maximum size: 4"x 6"
 - 6. Standard Paper Colors (One paper color per pad)
 - a. White
 - b. Yellow
 - 7. 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)
 - 8. Ink and paper color combinations
 - a. Full color, glossy
 - b. Two colors on standard paper
 - c. One color on neon paper
 - 9. Specifications
 - a. Imprint area: 2.875" x 2.875"
 - b. Additional options include: scratch off, bar coding, multi-panel, scratch 'n sniff, die-cut shape, snap-off coupon, scrambled message and backside print

XV. 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 ZIP code level.
 - 4. Minimum quantity is 20,000 all year-round.
 - 5. Scheduling Deadlines
 - a. Reservation deadline: 3 weeks (21 calendar days) prior to distribution date.
 - b. Cancellation fee of 25% of ad cost if cancelled 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 60# hi-bulk
 - iii. Two color to four color available.
 - iv. Minimum 10,000 daily, 20,000 Sunday
 - v. Deadline to place order is four weeks prior to distribution date.

- B. Daily Home Delivery Subscriber and Single-Copy Preprint Programs
 - 1. Home delivery preprint distribution may be selected at the ZIP code level.
 - 2. Available Monday through Saturday.
 - 3. Minimum quantity is 10,000.
 - 4. 100,000 Minimum on Thanksgiving.
- C. Non-Subscriber Preprint Program (WeeklyShopper)
 - 1. Preprint distribution may be selected at the ZIP code level.
 - 2. Available only on Thursdays.
 - 3. Minimum quantity is 10,000.
 - 4. Non-subscriber delivery does not count toward newspaper frequency rates or contract fulfillment.
 - 5. Preprints are distributed via a combination of U.S. Postal mail and adult carriers.
 - 6. 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
 - 1. Bonus day distribution is a combination of daily and Sunday only home-delivery (subscribers) unduplicated.
 - 2. Available on the following 2009 holidays: New Year's Day (Jan. 1), Martin Luther King, Jr. Day (Jan.15), Presidents Day (Feb. 18), Good Friday (Mar. 21), Memorial Day (May 26), bonus day (July 3), Independence Day (July 4), Labor Day (Sept. 1), bonus day (Sept. 2), Columbus Day (Oct. 13), Veterans Day (Nov. 11), Thanksgiving (Nov. 27), Black Friday (Nov. 28), Christmas (Dec. 25), New Year's Eve (Dec. 31).
 - 3. Daily Home Delivery, Single Copy and Non-subscriber Scheduling Deadlines:
 - a. Reservation deadline: 3 weeks (21 calendar days) prior to distribution date.
 - b. Delivery deadline: 7 calendar days prior to distribution date.
 - c. Cancellation fee of 25% of the cost of the ad if cancelled past space reservation deadline.
 - 4. 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
 - 5. 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
 - 6. Delivery deadline: 8 calendar days prior to distribution date

- E. Preprint Contract Requirements
 - 1. A contract is required in order to immediately qualify for frequency discounts.
 - 2. Daily and Sunday preprints may be combined to earn frequency discounts.
 - 3. 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.
 - 4. Advertisers that do not fulfill contract requirements will be re-billed at the earned rate.
 - 5. A set-up fee of \$175.00 is charged for advertisers requiring two inserts of different sizes to run as one preprint.
 - 6. 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 equals inches accrued toward non-rebateable R.O.P. contract agreement. Preprint conversion inches count toward contract fulfillment but are not rebateable.
 - 7. Non-subscriber distribution does not count toward newspaper frequency rates or contract fulfillment.

XVI. MIDWEEK PREPRINT JACKET ADVERTISING PROGRAMS

- A. Thursday home delivery & Thursday WeeklyShopper (non-subscribers)
 - 1. Quantity estimate
 - a. Home delivery: 170,000
 - b. Non-subscriber: 300,000 maximum of 500,000
 - 2. Two standard pages: four color
 - 3. Sizes
 - a. Page Size: 12.5 x 21"
 - b. Image Size: 12 x 19"
 - 4. Line screen: 100
- B. Wednesday or Friday home delivery
 - 1. Quantity estimate
 - a. Home Delivery: 170,000
 - b. Overruns are available. Contact your Account Executive for a price quote.
 - 2. Two standard pages: Four color
 - 3. Sizes
 - a. Page Size: 12.5" x 21"
 - b. Image Size: 12" x 19"
 - 4. Line Screen: 100
 - 5. Space reservation deadline: 21 days prior to publication date
 - 6. Copy due deadline: 21 days prior to publication date
 - 7. Final release deadline: 13 days prior to publication date
 - 8. Cancellation policy 25% of ad cost if cancelled past space reservation deadline.

XVII. 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 1/2 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 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 1/4"
 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.
 6. Viscosity (slickness): A matte finish is the best to reduce static and decrease double folds. Paper that is very glossy and slick is prone to being inserted twice in one newspaper and omitted from the next.
- 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.
- F. Delivery Deadlines
 1. Monday - Saturday issues 5:30P.M. 7 days prior to issue date.
 2. Sunday issue - 5:30P.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:

NewsWorks
535 Keystone Drive
Thorn Hill Industrial Park
Warrendale, PA 15086

Delivery Deadline: Eight days prior to issue date
Plant Receiving Hours: Monday - Friday, 7 a.m. - 3 p.m.
Delivery Directions: (724) 779-8742

XVIII. ONLINE

- A. Site Overview
 1. 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. Western Pennsylvania's most-visited website is post-gazette.com. In an average month, post-gazette.com:
 - Attracts more than 2.8 million unique users (Aug-Oct 2008).
 - Generates around 40 million page views (Aug-Oct 2008).
 2. The Pittsburgh market's number one website is post-gazette.com as ranked by The Media Audit, March - April 2008
- | Rank | Media | Cume Persons | Cume Rating |
|------|--------------------------|--------------|-------------|
| 1 | post-gazette.com | 447,400 | 24.7 |
| 2 | KDKA.com | 446,400 | 24.6 |
| 3 | WPXI.com | 403,200 | 22.2 |
| 4 | Pittsburghlive.com | 324,300 | 17.9 |
| 5 | thepittsburghchannel.com | 278,000 | 15.3 |
- Source: The Media Audit, March - April 2008
- 3. Not only does post-gazette.com reach more adults in Western Pennsylvania than any other website - it also attracts a predominately young, affluent and educated audience. Research from the Media Audit shows that 52.9 percent of post-gazette.com's audience is under age 45, 55.6 percent have an annual income of \$50,000 or more and 48.4 percent have at least a college degree. For a complete audience profile, please visit post-gazette.com/onlinemediakit
 - 4. Less than half of post-gazette.com's content comes from the paper's print edition. Features that are only available online are include breaking news, blogs, expanded weather section, Movie Guide, SportsNOW video show, Dining & Entertainment Guide, Events Calendar, Posted, obituary guest books, live traffic updates, Weddings Directory and much more. Features that are only available online include breaking news, online chats, an expanded weather section, a TV Q&A, Steelers, Pirates, Penguins, and Pitt and Penn State Q&A, high school sports statistics, professional sports schedules and statistics, searchable classified section, obituary guest book and much more.
- B. Advertising Opportunities
 1. Custom Packages - We'll custom design your online advertising program to effectively reach your desired target audience.
 2. Sponsorships -Build brand loyalty, generate leads and educate your audience by fully integrating your advertising program through various sponsorship opportunities. For more information, visit post-gazette.com/onlinemediakit or contact your Post-Gazette/post-gazette.com Account Executive.
 3. Headlines by E-mail - Your message can reach thousands of post-gazette.com's daily e-mail recipients.
 4. E-mail Blasts - Our entertainment e-mail address database will enable you to deliver your message to our receptive readers
 5. Video Pre-Roll - Streaming video ads appear before video content. Ads are clickable and have pause, play and mute buttons. See ad specification section at post-gazette.com/onlinemediakit

- 6. Directories - Reach your target audience by placing a listing advertisement in one of post-gazette.com's directories.
- 7. Podcasts - A 15-second audio ad spot that will be permanently attached to podcast.
- 8. Mobile Feature: Pittsburghers rely on post-gazette.com to get continuous Sports and Local News coverage right on their cell phones, anywhere and anytime they want it! That's why post-gazette.com is the mobile connection to our region.
- 9. PG Search: Studies show that more and more consumers go to the Internet to evaluate products before making a purchase. With PGsearchLinks, you can be right there waiting for them!
- 10. Pittsburgh Mom: Pittsburgh moms have purchase power. With more than 400,000 mothers with children in the Pittsburgh market, moms are an important audience for your business to reach. In fact, some sources say that moms control up to 80% of all household spending.
- 11. New opportunities are always available. Please visit post-gazette.com/onlinemediakit for more information. New opportunities are always available; please visit post-gazette.com/onlinemediakit or contact your Post-Gazette/post-gazette.com Account Executive for more information.
- C. Classified Advertising Opportunities
 1. Cars - At post-gazette.com/cars, consumers have access to auto news and information as well as search hundreds of listings from the Post-Gazette classifieds and area dealers. Advertising opportunities include:
 - Dealer packages
 - Featured cars
 - Custom online advertisement packages
 - Cars videos
 - Featured dealers
 2. Recruitment - Find the most qualified local job candidates by advertising on post-gazette.com/jobs. You can place and manage online job listings, set up basic screening questions and criteria, choose a variety of contact and application methods, search our resume database and much more. To find out about all the recruitment advertising opportunities available, visit post-gazette.com/recruitment or contact your Post-Gazette/post-gazette.com Account Executive. Advertising opportunities include:
 - Online job postings
 - Featured job postings
 - Candidate search
 - Display ads
 - Job fairs
 - National Network
 - Spotlight Jobs
 - Job Connect videos
 - Monster Match
 3. Homes - The real estate for sale section on postgazette.com features thousands of listings from the Post-Gazette classifieds and broker listings. Custom advertising packages are available to showcase your message in front of this audience.

D. Advertising Specifications and Technical Requirements

1. Ad sizes

- a. Wide Skyscraper - 160 x 600 pixels
- b. Leaderboard - 728 x 90 pixels
- c. Skyscraper - 120 x 600 pixels
- d. Full Banner - 468 x 60 pixels
- e. Bog Box - 300 x 250 pixels
- f. Rectangle - 300 x 100 pixels
- g. Tall Skyscraper - 120 x 800 pixels
- h. Half Page - 300 x 600 pixels

For ad size examples and placement information, visit post-gazette.com/onlinemediakit.

2. Ad Formats

Ad Type	Pixel Size	File Size	
		Non Rich Media	Rich Media
Leaderboard:	728x90	35k	40k
Full banner:	468x60	30k	35k
Skyscrapers:	160x600	30k	40k
	120x800	30k	40k
	120x600	30k	35k
Box Ad	300x250	35k	40k
Rectangle	300x100	30k	35k
Half Page	300x600	40k	45k
Flash Video	Any size above		1mb

- a. Maximum file size: 50.0 K
 - b. Accepted formats: Static or animated GIF, JPEG, Rich Media third party ad tags and Flash video. All GIF, rich media, expandable and video ads must be user initiated.
 - c. Color palette: Web-safe palette recommended for GIFs
 - d. Animation: 30-second limit, maximum of 3 animation loops, 4 animation frames recommended.
 - e. Include ALT text and the click-through URL
Please visit post-gazette.com/online media kit for the most recent information.
- ### 3. Flash Specifications
- a. Flash advertisers must provide the click-through URL.
 - b. Also, a backup .gif or .jpg file, no larger than 50.0K the Flash .swf file, no larger than 50.0K must be provided.
 - c. Please do not code the click-through URL into the .swf file. Instead, to ensure that click-throughs are tracked, please assign this action to a button while you are working in Flash: on (release) {getURL (clickTAG, "_blank");}
 - d. Flash frame rate must be less than 18 frames per second, although 12 frames per second is preferred
- ### 4. Third-Party Ads
- If ads are served through a third-party ad serving system, we cannot guarantee that clicks will be tracked; the technology that some third- parties use is not compatible with our ad serving provider.
- ### 5. Video Guidelines
- a. The content MUST be encoded for windows media player (file format wmv).
 - b. Content should be no larger than 500x280 pixels (16:9 ration). Flash video format only. (Specs could change - please contact sales rep before making video.)
- ### 6. E-mail Guidelines
- ads must be HTML and either 120 x 600 pixels or 160 x 600 pixels. No rich media.

7. Lead Time – In most cases, we need to receive creative at least two business days before the scheduled start of a campaign. We require at least three (3) business days in the case of Flash ads and third-party ads (both require additional testing before going live). Rich media ads are accepted on a case-by-case basis and may require extra lead-time.
 8. Political ads must include a "Paid for by ___" label on all frames of the ad in 16-pt type
 9. Real Estate ads must include the Equal Housing logo on all creative. All ads submitted by realtors must contain broker's name and main phone number.
 10. Mobile advertising that in non-rich media is accepted in the following sizes: 96x16, 112x20, 167x30, 215x34 and 305x64. Landing page for mobile ads should be designed for target device.
 11. Roadblocks are accepted on a case by case basis (contact sales manager for more information)
 12. Expanding ads are accepted. Must be user initiated and include a [prominent "CLOSE X" button that is no less than 10-pt, although 16-pt is preferred, to be located in ad's upper right-hand corner and ad must have an enabled mouse-off retraction.
- ### 13. Ad Sizes
- a. Big Box: 300x250 Maximum Expanding Size 610x250, able to expand left of right
 - b. Leaderboard: 728x90 Maximum Expanding Size 728x360, able to expand left or right
 - c. Skyscraper: 120x600 Maximum Expanding Size 360x600, able to expand left or right
 - d. Tall Skyscraper: 120x800 Maximum Expanding Size 360x800, able to expand left or right
 - e. Wide Skyscraper: 160x600 Maximum Expanding Size 360x600, able to expand left or right
 - f. Survey ads are also accepted on a case by case basis (contact sales manager for more information)
 - g. Floating ads, Full Page takeover ads, Pop Up and Pop Under are not accepted
- ### 14. Audio Specs:
- a. Mono (not stereo)
 - b. 15-second limit
 - c. 56 kbps
 - d. 22.050 HZ
 - e. WAV or MP3
- ## E. Design Services
1. All post-gazette.com advertisers can have their online ads created by the Post-Gazette's talented creative services team - at no extra charge. Does not include animated and rich media ads. For ad examples or more information, visit post-gazette.com/onlinemediakit.
 2. Advertisers who require multiple changes in creative direction may incur additional fees.
- ## F. Advertising Policies
1. Overall Post-Gazette policies apply to post-gazette.com advertisers.
 2. For a complete list of post-gazette.com's advertising policies, visit post-gazette.com/onlinemediakit.
- ## G. Contact Information
1. To view post-gazette.com's entire media kit, visit post-gazette.com/onlinemediakit.
 2. For advertising sales information, send an e-mail to onlinesales@post-gazette.com or contact your Post-Gazette/post-gazette.com Account Executive.
 3. For advertising specification or technical requirement information, send an e-mail to webads@post-gazette.com