

Inside Kraft Jacket

2 Full Pages In Full Color

Post-Gazette Kraft Jackets offer a one-of-a-kind opportunity to wrap the entire ad package of inserts with your 2 page, full color advertisement. This product has high impact and will drive results for your business. It is perfect for branding, listing weekly specials, listing special inventory, cheer cards, or posters. Kraft Jackets provide a can't miss vehicle to communicate your message by serving as a wrap for all inserts that customers seek to plan their shopping. Kraft Jackets are available on **Thursday, Friday, Sunday and Wednesday** on demand.



KRAFT JACKET FREQUENCY RATE	
13x or more	\$2,800 per Kraft Jacket
6x to 12x	\$3,200 per Kraft Jacket
2x to 5x	\$3,600 per Kraft Jacket
1x	\$4,000 per Kraft Jacket

Kraft Jacket frequency must be within 12 months.
January 1, 2017 to December 31, 2017.

KRAFT JACKET SIZES	
Front Page	10" x 20"
Back Page	10" x 20"
Final Size	11" x 21"

KRAFT JACKET DEADLINES

Kraft Jacket Reservation
Three weeks prior to Kraft Jacket run date

Kraft Jacket Space Ordering

- 5 P.M. 4 days prior for **SUNDAY**
- 5 P.M. 3 days prior for **DAILY**

Kraft Jacket Final Release

- 5 P.M. Thursday for **SUNDAY**
- 5 P.M. 2 days prior for **DAILY**

BBH Altmeier's Our 75th Year BEDBATHHOME

DECORATE YOUR HOME FOR THE HOLIDAYS NOW THROUGH DECEMBER 24th!

LET IT SNOW! SHOWER CURTAINS \$15

CHRISTMAS BANNERS \$9.97 - \$27.97

COMFORTER BLOWOUT! ALL SIZES ONLY \$19.99

GENUINE BIODIFFER HEATED MICRO PLUSH BLANKET \$39.97 - \$99.97

100% COTTON FLANNEL SHEET SETS \$19.97 - \$29.97

100% COTTON SHEET SEPARATES MIX & MATCH & SAVE \$4.99

RAIDED RUGS \$7.97

DELUXE HEAVY DUTY DOOR MATS \$14.97

AMAZING ACCENT RUG VALUES!!! SAVE UP TO 60%

FREE GIFT

USE IT NOW! INSTANT SAVINGS \$5 OFF

HOLIDAY HOURS: 8AM TO 9PM MON-SAT, SUNDAY 12PM TO 5PM • SHOP.BEDBATHHOME.COM ANYTIME!

ALTMAYER'S • SIMPLY THE BEST PRICES

RESIDENTIAL BATH SHEETS \$9.99

100% COTTON BATH TOWELS BUY 1 GET 1 FREE

COTTON BLANKETS \$15

DESIGNER ARDEN & THOMPSON FERRIER \$6.50

HOLIDAY SACHETS \$1.67

HOLIDAY POO POURRI \$9.99

ALUMINUM WALLET \$2.50

ALL ADULT STRESS RELIEVING COLORING BOOKS \$3.50

ROYALE BATH TOWELS \$6.50

HANDY HEATER \$29.99

TOTAL DRAFTGUARD \$9.99

ALTMAYER'S HOLIDAY TABLE LINENS \$12.97 to \$59.99

SHOP ALTMAYER'S IN YOUR NEIGHBORHOOD

KRAFT JACKET FRONT PAGE

KRAFT JACKET BACK PAGE

50% penalty applied to Kraft Jackets that are cancelled during the three week reservation window.

For more information, contact your PG representative or call 412-263-1354.