

LocalRetail

PG Daily Circulation 137,612

Paid Home Delivery, Single Copy & Digital Replica*

*AAM 3rd Quarter 2016

RETAIL RATES FOR OUR DAILY PRODUCT

Pittsburgh Daily Post-Gazette captures essential Local, National and World news every Monday through Saturday. You can capture this audience very cost-effectively like never before to increase traffic and market share!



DAILY LOCAL RETAIL ADVERTISING RATES

Rates Effective December 12th, 2016 thru December 31st, 2017

Rate Per Column Inch		\$20.00 pci	\$24.00 pci	\$26.00 pci	\$28.00 pci	\$30.00 pci	
AD SIZES		Billable Inches	52x**	26x***	13x***	6x**	OPEN
Full Page	6 Col. x 19.75"	120	\$2,400	\$2,880	\$3,120	\$3,360	\$3,600
3/4 Page (H)	6 Col. x 14.77"	89	\$1,780	\$2,140	\$2,315	\$2,495	\$2,670
1/2 Page (H)	6 Col. x 9.79"	59	\$1,180	\$1,420	\$1,535	\$1,655	\$1,770
1/2 Page (V)	3 Col. x 19.75"	59	\$1,180	\$1,420	\$1,535	\$1,655	\$1,770
1/3 Page (V)	2 Col. x 19.75"	40	\$800	\$960	\$1,040	\$1,120	\$1,200
1/4 Page (V)	3 Col. x 9.79"	30	\$600	\$720	\$780	\$840	\$900
1/8 Page	3 Col. x 4.81"	15	\$300	\$360	\$390	\$420	\$450
1/9 Page	2 Col. x 6.47"	13	\$260	\$315	\$340	\$365	\$390
Strip Ad	6 Col. x 2"	12	\$240	\$290	\$315	\$340	\$360

SAVE 25% OFF YOUR SECOND DAILY AD! Repeat placement is to be used within 7 days of the original placement.

Publication Day	Space & Copy Due	Corrections & Releases
MONDAY	Thursday Noon	Friday 5:00 PM
TUESDAY	Thursday Noon	Monday 5:00 PM
WEDNESDAY	Monday Noon	Tuesday 5:00 PM
THURSDAY	Tuesday Noon	Wednesday 5:00 PM
FRIDAY	Wednesday Noon	Thursday 5:00 PM
SATURDAY	Thursday Noon	Friday 5:00 PM

COLOR RATES

Full Page • 3/4 Page \$195
1/2 Page \$100
1/3 Page or Less \$50



*Scarborough Research 2016.

**52x and 6x are consecutive weeks.

***13x and 26x can be consecutive weeks or every other week.

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