## Pittsburgh Post-Gazette®





**Wednesdays** in the Pittsburgh Post-Gazette, Food & Flavor delivers the most delectable content about Pittsburgh food-related news and events, along with recipes and cooking tips, and so much more! Make sure your business gets a piece of the pie! With frequency pricing like this, you're sure to get your fill.



- 241,200 readers that ate at a sit down restaurant last month.\*
- 125,500 readers that buy locally grown food.\*
- 170,400 readers that grill or cook outdoors.\*

LOCAL ADVERTISING RATES Rates Effective December 12th, 2016 thru December 31st, 2017						
Rate Per Column Inch		\$18 pci	\$21 pci	\$24 pci	\$26 pci	\$28 pci
AD SIZES		52x**	26x***	13x***	6x**	OPEN
Full Page	6 Col. x 19.75"	\$2,135	\$2,490	\$2,845	\$3,085	\$3,320
3/4 Page (H)	6 Col. x 14.77"	\$1,600	\$1,865	\$2,130	\$2,305	\$2,485
1/2 Page (H)	6 Col. x 9.79"	\$1,060	\$1,235	\$1,410	\$1,530	\$1,645
1/2 Page (V)	3 Col. x 19.75"	\$1,060	\$1,235	\$1,410	\$1,530	\$1,645
1/3 Page (V)	2 Col. x 19.75"	\$715	\$830	\$950	\$1,030	\$1,110
1/4 Page	3 Col. x 9.79"	\$530	\$620	\$705	\$765	\$825
1/8 Page	3 Col. x 4.81"	\$260	\$305	\$350	\$380	\$405
Strip Ad	6 Col. x 2"	\$220	\$255	\$290	\$315	\$340
SAVE 25% OFF YOUR SECOND DAILY AD!						

Repeat placement is to be used within 7 days of the original placement.

Publication Date ....... Every Wednesday
Space Reservation ...... Monday At Noon
Final Copy/Corrections ...... Tuesday At 5PM

## **COLOR RATES**

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

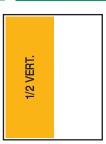
## PG Daily Circulation 138,402

Paid Home Delivery, Single Copy & Digital Replica\* \*AAM 1st Quarter 2017

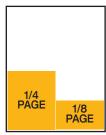
FULL PAGE

3/4 HORIZ.

1/2 HORIZ.



1/3 VERT.



STRIP AD

\*Scarborough Research 2017.

\*\*52x and 6x are consecutive weeks.

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

Pittsburgh Post-Gazette