

Pets-Gazette

Pets-Gazette is a new section that focuses on all things pets. Each Saturday, we will feature local or national stories on pets and animals – in addition to content from local contributors at Pet Connections Magazine and Animal Friends. Pet Memorials will also be published every Saturday, both in print and online. These tributes feature photographs of our lost loved ones, as well as the story of how they enriched our lives during their time with us.

- **81,500 readers** own a dog.*
- **56,100 readers** own a cat.*
- **13,900 readers** own other type of pet (fish, bird, rodents, reptile, etc.).*



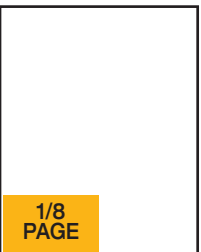
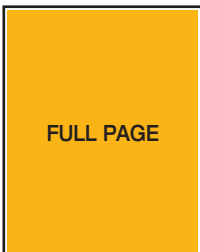
LOCAL ADVERTISING RATES						
Rates Effective December 12th, 2016 thru December 31st, 2017						
Rate Per Column Inch		\$16.00 pci	\$18.75 pci	\$21.50 pci	\$23.25 pci	\$25.00 pci
AD SIZES		52x**	26x***	13x***	6x**	OPEN
Full Page	10.25" x 19.75"	\$1,900	\$2,225	\$2,550	\$2,760	\$2,970
1/2 Page (H)	10.25" x 9.79"	\$940	\$1,105	\$1,265	\$1,370	\$1,470
1/2 Page (V)	5.04" x 19.75"	\$940	\$1,105	\$1,265	\$1,370	\$1,470
1/3 Page (V)	3.30" x 19.75"	\$635	\$745	\$855	\$925	\$995
1/4 Page (V)	5.04" x 9.79"	\$475	\$555	\$635	\$685	\$740
1/8 Page	5.04" x 4.81"	\$235	\$275	\$315	\$340	\$370
Strip Ad	10.25" x 2"	\$195	\$225	\$260	\$280	\$300
FRONT PAGE Strip Ad	10.25" x 2"	\$240	\$285	\$325	\$350	\$375

Reach the people that matter with a paid Facebook campaign. \$150 per week Facebook users are active and consistent in their visits to Facebook. On average, users check Facebook 14 times a day. **Campaign Options: CREATE AWARENESS**, help people discover your business with a specific mile radius of your store or **INCREASE LOYALTY**, by increasing your store's Facebook page likes.

Publication Date Every Saturday
Space Reservation Wednesday At 5PM
Final Copy/Corrections Thursday At 5PM

COLOR RATES
 Full 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



*Scarborough Research 2017.
 **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.