

Pittsburgh Post-Gazette®

Front Page Spadea Wrap

3 Full Pages In Full Color



Post-Gazette Spadeas offer a one-of-a-kind opportunity to **wrap your 3 page, full color advertisement around the main news section of the newspaper.** This product has high visibility and will drive results for your business – perfect for an event, announcement or anniversary. Spadeas provide a can't miss vehicle to communicate your message by being the first thing that readers see in addition to guaranteeing a front page, back page and above the fold position.

DAILY Spadea Wrap 100,000 Daily Circulation*

FREQUENCY RATE

13x or more	\$3,900 each
6x to 12x	\$4,500 each
2x to 5x	\$5,000 each
1x	\$5,500

Spadea frequency must be within 12 Months.
January 1, 2017 to December 31, 2017.

SUNDAY Spadea Wrap 180,000 Sunday Circulation*

FREQUENCY RATE

13x or more	\$6,900 each
6x to 12x	\$7,900 each
2x to 5x	\$8,900 each
1x	\$9,900

Spadea frequency must be within 12 Months.
January 1, 2017 to December 31, 2017.

DAILY & SUNDAY Spadea Wrap Sizes

Front Page Outside	4.25" x 16.15"
Back Page Outside	10.25" x 19.75"
Front Page Inside	4.25" x 19.75"
Back Page Inside	10.25" x 19.75"

SPADEA DEADLINES

Spadea Reservation

Three weeks prior to spadea run date

Spadea Space Ordering

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

Spadea Final Release

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



FRONT PAGE OUTSIDE



BACK PAGE INSIDE



FRONT PAGE INSIDE



BACK PAGE OUTSIDE

50% penalty applied to spadeas that are cancelled during the three week reservation window.
*Scarborough Research 2016.

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

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