



IN THE LEAD

INFRASTRUCTURE

INCLUDING TOP 50 • FRIDAY, MAY 26

PUBLICATION DATE:

Friday, May 26, 2017

PRODUCT SPECIFICATIONS:

FINISHED SIZE:

10.5" x 11" magazine

PRINTED ON:

100# coated cover/35# text

ADS: Full color/no bleeds

DISTRIBUTION:

Magazine will be inserted in the Friday, May 26 home delivery edition of the Post-Gazette.

FULL RUN DISTRIBUTION

An additional 15,000 copies to be mailed to regional business leaders.

SUBMITTING ART:

Files should be 300 dpi CMYK .pdf; all placed images and logos should be hi-res. Upload ad to: www.pgaddesk.com

IMPORTANT DATES:

SPACE RESERVATION/COPY

DEADLINE:

Wednesday, April 12

FINAL RELEASE/ELECTRONIC AD

DEADLINE:

Friday, April 28

Published on Friday, May 26, In the Lead will reach key business leaders and decision makers – with a total audience of more than 750,000. The focus will explore how infrastructure supports and drives the Pittsburgh regional economy, plus the annual ranking and analysis of the performance of the region's public companies.

Advertising packages including premium, general and advertorial options for In the Lead are outlined below and on the back of this sheet.

SPACE IS LIMITED – RESERVE NOW!

Ask for details.

ADVERTISING OPPORTUNITIES

PREMIUM POSITIONS

Position	Size	Package includes	Rate
Center Spread	Facing 10" x 10.25"	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (until Aug 30) • One day Rich Media ad unit takeover of pg.com, mobile & apps • One week pay meter sponsorship of Business Section the week In the Lead runs • One Daily & Sunday 6x2 banner ad to run on front of PG 	\$23,100 Value \$55,000
Back Page	10" x 10.25"	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (until Aug 30) • One day Rich Media ad unit takeover of pg.com, mobile & apps • One week pay meter sponsorship of Business Section • One Daily & Sunday 6x2 banner ad to run on front of PG 	\$20,300 Value \$41,000
Page 3	10" x 10.25"	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (until Aug 30) • One day Rich Media ad unit takeover of pg.com, mobile & apps • One week pay meter sponsorship of Business Section • One Daily & Sunday 6x2 banner ad to run on front of PG 	\$17,400 Value \$38,000



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ADVERTISING OPPORTUNITIES (continued)

ADVERTORIAL OPTIONS

Ad Unit	Package includes	Non-Profit Rate	Standard Rate
Full Page ad with adjacent full page space for advertorial content	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (until Aug 30) 	\$7,100 must be a qualified 501(c)(3) organization	\$14,200 Value \$27,500
Half Page ad with adjacent space above for advertorial content	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (until Aug 30) 	\$3,800 must be a qualified 501(c)(3) organization	\$7,600 Value \$15,500

GENERAL POSITIONS

Position	Size	Package includes	Non-Profit Rate	Standard Rate
Full Page	10" x 10.25"	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (until Aug 30) 	\$4,750 must be a qualified 501(c)(3) organization	\$9,500 Value \$23,125
Half Page	10" x 5.0625" (H) 4.9375" x 10.25" (V)	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (Aug 30) 	\$2,550 must be a qualified 501(c)(3) organization	\$5,100 Value \$12,900
Quarter Page	4.9375" x 5.0625"	<ul style="list-style-type: none"> • FREE pick-up of In the Lead ad in PG (until Aug 30) • Re-run your In the Lead ad in the PG or designated section at full price & receive a FREE pick-up (until Aug 30) 	\$1,500 must be a qualified 501(c)(3) organization	\$3,000 Value \$6,545