Pittsburgh Post-Gazette®



Pittsburgh is home to some of the nation's top hospitals and health-related research. Every Tuesday, the Pittsburgh Post-Gazette is home to the latest news in Health & Wellness. Ensure the Health & Wellness of your bottom line by advertising in the only local source for in-depth coverage of news affecting the health of our region.

- 39,700 readers that are caregivers for family members.*
 - 14,600 readers that are shopping for a nursing home or retirement community.*
 - 72,000 readers that belong to a gymt.



LOCAL ADVERTISING RATES Rates Effective December 12th, 2016 thru December 31st, 2017 \$18 pci | \$21 pci | \$24 pci | \$26 pci | \$28 pci Rate Per Column Inch **AD SIZES** 52x** 26x*** 13x*** 6x** 6 Col. x 19.75"

OPEN Full Page \$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) \$1,060 \$1,235 \$1,410 \$1,530 \$1,645 6 Col. x 9.79" 1/2 Page (V) 3 Col. x 19.75" \$1,060 | \$1,235 | \$1,410 | \$1,530 | \$1,645 1/3 Page (V) \$1,110 2 Col. x 19.75" \$715 \$830 \$950 \$1,030 1/4 Page 3 Col. x 9.79" \$530 \$620 \$705 \$765 \$825 1/8 Page 3 Col. x 4.81" \$405 \$260 \$305 \$350 \$380 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 DateEvery Tuesday Space Reservation......Friday At 5PM Final Copy/Corrections Monday At 5PM

COLOR RATES

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

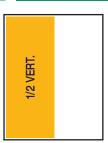
PG Daily Circulation 38,40

Paid Home Delivery, Single Copy & Digital Replica*

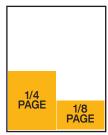
FULL PAGE

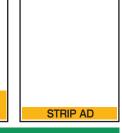
3/4 HORIZ.

1/2 HORIZ.









*Scarborough Research 2017. **52x and 6x are consecutive weeks.

3x and 26x can be consecutive weeks or every other week.

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