

# 2020 Newspaper RATE CARD

BROADSHEET	Inches	Agency Rate	Open Rate	Non-Profit Rate	Tabloid	Tab Specs	Full Color	B&W
Black & White		\$32.13	\$27.31	\$19.09				
Full-Page (10.625"x20.5")	123.00	\$3,951.99	\$3,359.13	\$2,348.07	Back Cover	9.667"x10.5"	\$3,000.00	\$2,500.00
Jr.-Page (8.833"x18")	90.00	\$2,891.70	\$2,459.70	\$1,718.10	Inside Front	9.667"x10.5"	\$2,750.00	\$2,250.00
1/2-Pg H (10.625"x10.5")	63.00	\$2,024.19	\$1,720.53	\$1,202.67	Full Page	9.667"x10.5"	\$2,500.00	\$2,000.00
1/2-Pg V (5.25"x20.5")	61.50	\$1,976.00	\$1,679.56	\$1,174.04	Half Page	9.667"x 5.25"	\$1,500.00	\$1,000.00
1/4-Page (5.25"x10.5")	31.50	\$1,012.10	\$860.26	\$601.34	Quarter Page	4.771"x 5.25"	\$750.00	\$500.00
1/8-Page (3.458"x 8")	16.00	\$514.08	\$436.96	\$305.44	Eighth Page	4.771"x 2.5"	\$500.00	\$250.00

**Broadsheet Full Color (Net): \$750 Spot: \$550**

**Guaranteed Position Premium \$40.97**

Agency Rate (Gross)	<b>\$32.13</b>
Retail Display Bulk Contracts	
Black & White R.O.P. Rate (Net)	
OPEN	\$27.31
175 Inches	\$24.77
350 Inches	\$24.23
700 Inches	\$22.45
1800 Inches	\$20.26
3600 Inches	\$19.85

## Online Specifications

728 x 90

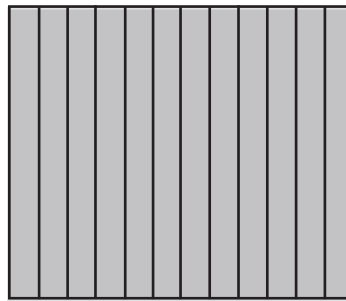
### Banner Ad Rates (Per Week):

970 x 250.....	\$500
300 x 600.....	\$400
728 x 90.....	\$300
300 x 250.....	\$250
Digital Daily Leaderboard.....	\$300

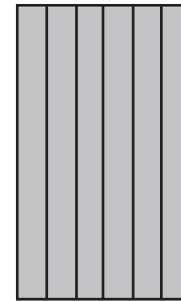
### Email Blasts:

With Display Ad.....	\$150
Without Display Ad.....	\$200

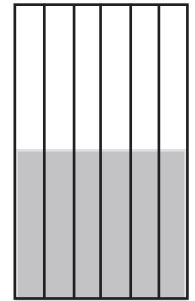
## Broadsheet/Tab Mechanical Specifications



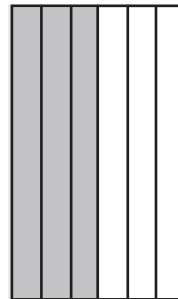
**Double Truck 13 col.**  
13 col. x 21  
22.125" x 20.5"  
including gutter  
Tab 20.5" x 10.5"



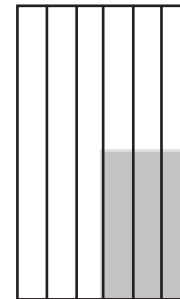
**Full Page**  
6 col. x 20.5"  
10.625" x 20.5"  
Tab 9.667"x



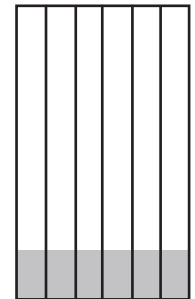
**Half Page H**  
6 col. x 10.5"  
10.625" x 10.5"  
Tab 9.667" x 5.25"



**Half Page Vertical**  
3 col. x 20.5"  
5.25" x 20.5"  
Tab 4.771" x 10.5"



**Quarter Page**  
3 col. x 10.5"  
5.25" x 10.5"  
Tab 4.771" x 5.25"



**Strip Ad**  
6 col. x 3"  
10.625" x 3"  
Tab 9.667x1.5"

### BROADSHEET

**Display column measures**  
(Full-page size – 6 columns by 20.5"):  
1 column, 1.667 inches or 10p0 picas  
2 columns, 3.458 inches or 20p9 picas  
3 columns, 5.25 inches or 31p6 picas  
4 columns, 7.042 inches or 42p3 picas  
5 columns, 8.833 inches or 53p0 picas  
6 columns, 10.625 inches or 63p9 picas

### TABLOID

**Tabloid column measures**  
(Full-page size – 6 columns by 10.5"):  
1 column, 1.500 inches  
2 columns, 3.134 inches  
3 columns, 4.771 inches or 28p75 picas  
4 columns, 6.400 inches or  
5 columns, 8.083 inches or  
6 columns, 9.667 inches or 58 picas

# Circulation

# 6,500

# 2020 INSERT RATES

### Tipped / Non-Tipped Inserts

The Publisher accepts bound, tipped (glued) or free standing inserts.

### Standard Insert Specification

All inserts should conform to the exact size of publication(s) desired. If the insert, because of the type of paper, material or format, creates mechanical difficulties that result in additional charges for the Publisher, such additional expense will be billed to the advertiser. This charge will be quoted in advance and is NOT commissionable.

### Inserts

To insure inserts meet the publication's mechanical requirements and postal regulations, sample or product dimensions must be submitted to the Advertising Department. See your Account Representative for specific mechanical requirements.

### Maximum Paper Weights

The majority of newspaper inserts are printed on standard newsprint (#35 weight or below). If advertisers' insertion contains coated paper stock or is beyond a #35 weight, special rates may apply.

### Maximum/Minimum Insert Size

10 inches x 11 inches/7 inches x 7 inches

### Insert Closing Dates

Contact your Account Representative to reserve your issue date, particularly special issues. Inserts must be shipped to our printer no later than 13 days prior to the desired publication (insertion) date.

### Insert Packing and Shipping Instructions

Affix a label to each insert carton indicating: Attention New Pittsburgh Courier, insertion date, name of insert and individual count per carton.



### Ship To:

Trib Total Media  
 202 Falcon Lane  
 Tarentum, PA 15084  
 724-226-7731

### Preprint Insert Rates:

Page Count	Cost Per Thousand
Free Standing.....	\$75
8 Tab/4 Std.....	\$80
12 Tab/6 Std.....	\$85
16 Tab/8 Std.....	\$90
20+ pages	Contact Account Representative for price quote

# DISPLAY ADS

**PUBLICATION DAY:** The New Pittsburgh Courier is published every Wednesday.

**SPACE RESERVATION AND AD COPY DEADLINES:** Our deadline for space reservations and ad copy requiring composition is Wednesday at Noon preceding the desired publication date. The deadline for Camera-ready copy is close of business on Friday. The New Pittsburgh Courier reserves the right to charge a design fee for any custom ads produced.

**AD SUBMISSION:** We accept ads electronically via email and FTP. We support the following applications: Quark XPress (Mac), Illustrator, Photoshop CS, InDesign CS. Acceptable file formats are: EPS, JPEG, TIFF and PDF. All ad files should be 300 DPI.

**ELECTRONIC SERVICES:** Ad materials may be transmitted to the New Pittsburgh Courier through AdSEND (PAPNC), Fast Channel and the Internet: [ads@newpittsburghcourier.com](mailto:ads@newpittsburghcourier.com)

**SHORT RATES:** Advertisers may be short-rated if, within a 12-month period from the date of their first insertion if they do not use the amount of inches contracted.

**CREDIT AND TERMS OF PAYMENT:** Advance payment is required prior to space reservation deadline from all advertisers that have not established credit with the New Pittsburgh Courier. Credit/New Account Application available upon request. All accounts that have been granted credit by the publisher are net 30. When an account becomes delinquent, the entire amount owed shall become due and payable and the New Pittsburgh Courier may refuse to publish any further advertising. A 20% (outstanding balance) fee may be assessed for each month for all unpaid balances. Payment can be made by check, Visa, MasterCard or American Express.

Publisher looks to the advertising agency or authorized agent placing the insertion order for payment, however Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to the Publisher, and the agency/authorized agent warrants by submitting the insertion order that it and the advertiser have accepted this responsibility.

**COMMISSION:** Accredited advertising agencies will be eligible for standard agency commissions (15%). Agency discounts may be nullified for payments not made within 60 days of verified invoice and publication proof of performance delivery at publisher's discretion.

**CANCELLATION:** Cancellation of an ad or change in its schedule must be received in writing before published space reservation deadline. Ads cancelled after reservation deadline may be billed at 100%.



New Pittsburgh Courier

315 East Carson Street Pittsburgh, PA 15219

412-481-8302

[ads@newpittsburghcourier.com](mailto:ads@newpittsburghcourier.com)