

^{NEW}
Pittsburgh Courier

MEDIA KIT

2021

315 E Carson St,
Pittsburgh, PA 15219

(412) 481-8302

www.newpittsburghcourier.com

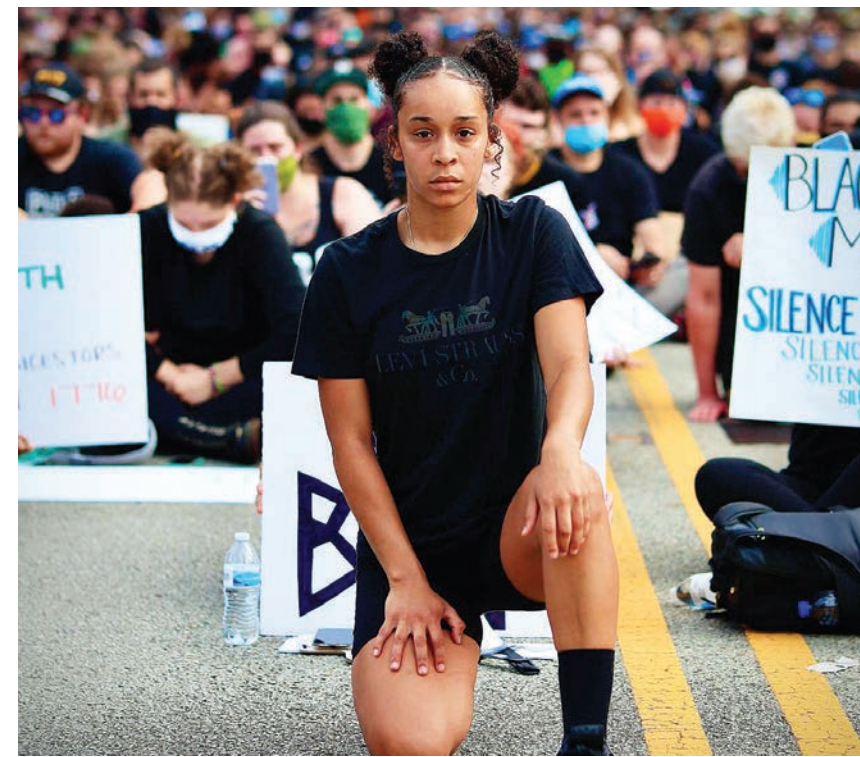


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NEW Pittsburgh Courier



Established in 1907 by Edwin Harleston, a guard in an H. J. Heinz food-packing plant, the Pittsburgh Courier gained national prominence after attorney Robert Lee Vann became the newspaper's editor and publisher, treasurer, and legal counsel in 1910. In his lifetime, Vann saw the Courier grow to become the largest, most influential Black newspaper in the nation with a circulation of 250,000 and over 400 employees in 14 cities.

From its inception, The Pittsburgh Courier sought to empower African Americans economically and politically. It called for improvements in housing, health, and education; protested the slum conditions in which black people were forced to live in Pittsburgh and throughout the nation; and encouraged the Black community to support Black organizations such as the National Urban League and the National Association for the Advancement of Colored People.

The Pittsburgh Courier was the first Black newspaper to publish both national and local editions. At one time, there were as many as 14 editions circulated in cities and states from coast to coast including Illinois (Chicago Edition), Michigan (Detroit Edition), Far West (Los Angeles), Pacific Coast, Southern (Miami), Texas, Georgia, Louisiana, Pennsylvania (Pittsburgh and Philadelphia Editions), Midwest, Missouri (St. Louis), Ohio, New York and Washington, DC. Many of the 20th century's well-known and influential Black journalists and intellectuals contributed to the paper, such as George Schuyler, Marcus Garvey, W.E.B. Du Bois, James Weldon Johnson, Elijah Muhammed, and Zora Neale Hurston. It was also one of the few Black newspapers to provide coverage of news in Africa as the countries on the continent moved toward independence. The paper, which was often known simply as The Courier, protested misrepresentations of African Americans in the media and in sports.

The Courier was acquired in 1966 by John H. Sengstacke and reorganized as the New Pittsburgh Courier; thus becoming part of Sengstacke Newspapers (now Real Times LLC) – the largest and most influential Black newspaper chain in the country – which also includes the Chicago Daily Defender, Michigan Chronicle, Atlanta Daily World and Atlanta Tribune. Additionally, Real Times owns Who's Who Publishing Company and RTM Digital Studios.

Today, the New Pittsburgh Courier is leaner, more sophisticated, more localized in its thrust. But it still offers an authoritative, responsible voice to Black audiences in one of the fastest growing consumer markets in the country.

Each week, the New Pittsburgh Courier brings that message home to its ever expanding readership throughout western Pennsylvania, and globally on the world wide web—a readership that sees in us that common vehicle for expression; a trusted source of information, news and current history; and a respected platform for open discussion and debate on issues that are both timely and relevant...not only for Black society, but for all of society.

OUR AUDIENCE

Average Age: 48

Gender:
Male 32%
Female 65%
Other 3%

Marital Status:
Married 37%
Widowed 14%
Single/Never Married... 22%
Separated..... 7%
Divorced 16%
Other 4%

Home Ownership:

Own home 55%
Rent home/apt. 45%
Plan to buy home within
2 years 23%

Income:

UNDER \$25,000 35%
\$25,000 - \$34,999 17%
\$35,000 - \$49,999 22%
\$50,000 - \$69,999 11%
\$70,000+ 15%

Area of Residence:

North of
downtown Pittsburgh 15%
South of
downtown Pittsburgh 8%
East of
downtown Pittsburgh 45%
West of
downtown Pittsburgh 6%
Allegheny County
(direction unspecified) 15%
Outside of
Allegheny County 7%
Other 4%

Children Living in Household:

1 Child 16%
2 Children 16%
3 Children 7%
4 Children 1%
5 Children 1%
No Children 54%
Other 5%

Characteristics

Reading Habits:
Spend an hour or more reading
the Courier 61%
A Courier reader for
more than 2 years 78%
Credit Card Usage:
VISA 64%
MasterCard 37%
AMEX 12%
Discover..... 14%

Level of Education Completed:

High School or less 21%
Trade/Technical School 13%
Some College 30%
4-Year College Degree 21%
Postgraduate 16%
NOTE: Some respondents
recorded more than one answer.

Occupation:
Professional
/ Managerial / Admin 30%
Business Owner
/ Self-Employed 6%
Education 6%
Retired 27%
Sales Clerk 1%
Secretarial/Clerical 5%
Other 23%
NOTE: Some respondents
checked more than one category.



DISTRIBUTION BY ZIP CODE

ZIP CODE	AREA	MAIL SUBSCRIBERS	RACKS/ SINGLE COPY	OFFICE RE-STOCK	TOTAL
15219	Hill District	155	676	0	831
15222	Downtown	293	397	0	690
15213	Oakland	46	192	0	238
15208	Homewood	46	688	0	734
15206	East Liberty	77	555	0	632
15212	North Side	77	149	0	226
15203	South Side	109	146	0	255
15132	McKeesport	15	151	0	156
15110	Duquesne	31	59	0	90
15132	Homestead	46	80	0	126
15235	Penn Hills	162	348	0	510
15146	Monroeville	31	159	0	190
15221	Wilkinsburg	62	118	0	180
15001	Beaver Co.	146	156	0	302
		1463	4537	0	5065



DISPLAY ADS

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

SPACE RESERVATION AND AD COPY DEADLINES: Our dead- line for space reservations and ad copy requiring composition is Wed- nesday 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 de- sign fee for any custom ads produced.

AD SUBMISSION: We accept ads electronically via email and FTP. We support the following applications: Quark XPress (Mac), Il- lustrator, 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 Chan- nel and the Internet: 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% (outstand- ing 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 autho- rized agent placing the insertion order for pay- ment, 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 submit- ting the in- sertion order that is and the advertiser have accepted this responsibility.

For more information on Display advertising and rates, call the Advertising Department at 412-481-8302 ext. 128 or 129

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 dis- cretion.

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%.



DISPLAY RATE CARDS

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"x 5.25"	\$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	4.771"x 10.5"	\$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)	\$32.13
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

300 x 600

Banner Ad Rates (See Next Page)

Email Blasts:

With Display Ad.....\$150

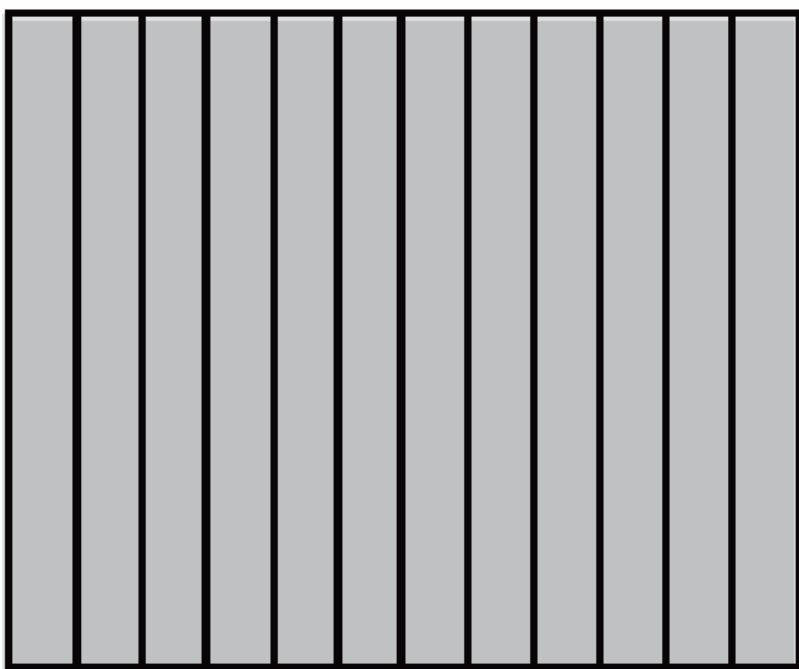
Without Display Ad.....\$200

Social Media Postings:.....\$250

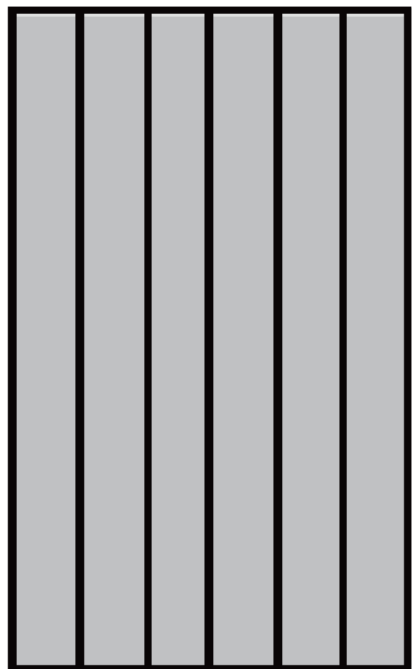
(New Pittsburgh Courier Facebook Page)

Without Display Ad..... \$200

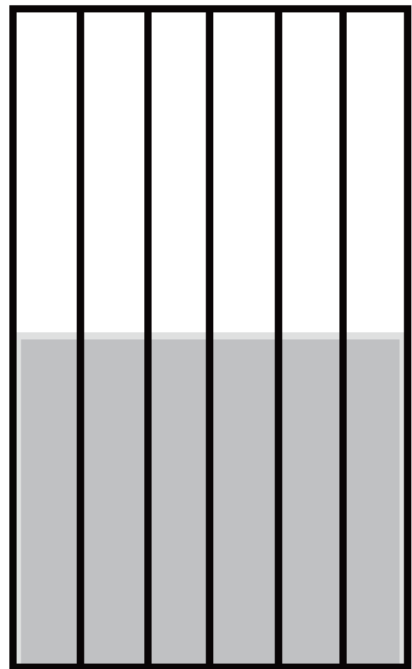
Broadsheet/Tab Mechanical Specifications



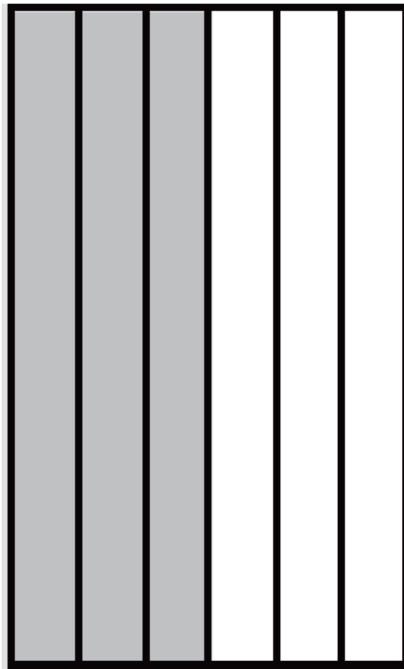
Double Truck 13 col.
13 col. x 21
22.125" x 20.5"
including gutter
Tab 21.875" x 10.5"



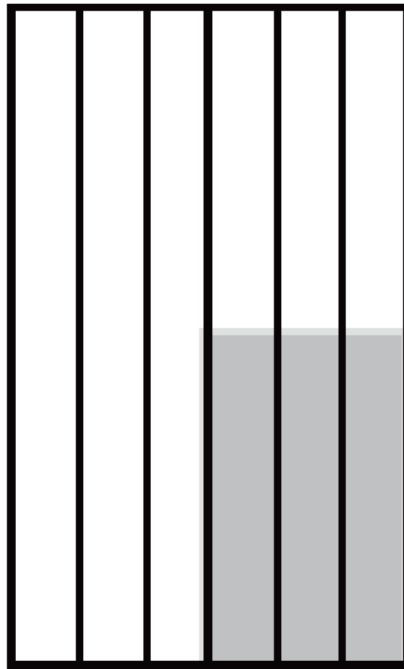
Full Page
6 col. x 20.5"
10.625" x 20.5"
Tab 9.667" x 10.5"



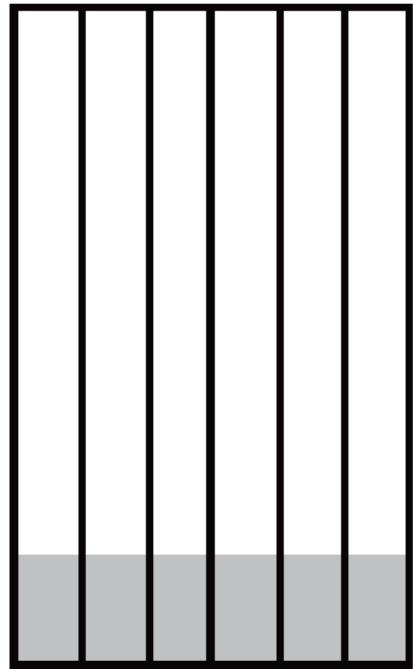
Half Page H
6 col. x 10.5"
10.625" x 10.5"
Tab 9.667" x 5.25"



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

5,050

DIGITAL RATES

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 x 90	Yes	50K	\$10+ CPM
Leaderboard	970 x 250	Yes	50K	\$15+ CPM
Leaderboard	970 x 90	Yes	50K	\$12+ CPM
Medium Rectangle	300 x 250	Yes	50K	\$10+ CPM
Large Rectangle	300 x 600	Yes	50K	\$10+ CPM

DIGITAL PACKAGES

Small Business Package A - Call for pricing

- 2 Email Blast
 - (5 day) Website Ad – 300x250
- Estimated reach – 10,000 impressions**

Small Business Package B - Call for pricing

- 3 Email Blast
 - (7 Day) Website Leaderboard Ad (928x70)
 - Social Media amplification – (1) Custom post & promotion across FB
- Estimated reach – 50,000 impressions**

Small Business Package C - Call for pricing

- 5 Email Blast
 - (7 day) Website leaderboard Ad (728x90)
 - (14 Day) Website sidebar Ad (300x250)
 - Social Media amplification – (2) Custom post & promotion across FB, IG, Twitter
- Estimated reach – 125,000 impressions**



Small Business Package D - Call for pricing

- 5 Email Blast
 - (14 day) Website leaderboard Ad (728x90)
 - (14 Day) Website sidebar Ad (300x250)
 - (14 day) Digital Daily leaderboard Ad (728x90)
 - Social Media amplification – (5) Custom post & promotion across FB, IG, Twitter
- Estimated reach – 200,000 impressions**

Small Business Package E - Call for pricing

- 5 Email Blast
 - (45 day) Website leaderboard Ad (728x90)
 - (45 Day) Website sidebar Ad (300x250)
 - (30 day) Website sidebar Ad (300x600)
 - (30 day) Digital Daily leaderboard Ad (728x90)
 - Social Media amplification – (8) Custom post & promotion across FB, IG, Twitter
- Estimated reach – 500,000 impressions**

We serve our ads through DFP for Small Business. For all sites, basic images ads should meet these specs: JPG / PNG / GIF format, 96 DPI, RGB Color, 1MB Max. Please also provide which URLs to link.



INSERTS

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 10 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	

Tabloid Sizes

1/4
4.771''
x
5.75''

1/8
4.771'' x 2.75''

1/2
9.667'' x 5.75''

Full page **9.667'' x 10.5''**

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING RATE CARD #2020
EFFECTIVE NOVEMBER 1, 2020

Published weekly — Wednesday
315 East Carson Street, Pittsburgh PA 15219
PHONE: 412- 481-8302 | FAX: 412- 481-1360 | OUTSIDE PA: 800-237-3200 |
E-MAIL: ads@newpittsburghcourier.com
AMERICA’S FOREMOST BLACK NEWSPAPER SINCE 1910

PERSONNEL

Rod Doss, Editor & Publisher Ext 138
Stephan Broadus, Assistant to the Publisher Ext 129
Ashley Johnson, Advertising Coordinator Ext 128

PUBLISHER’S POLICY

The New Pittsburgh Courier will not be bound by any conditions printed or otherwise, appearing on insertion orders or copy instructions when such conditions conflict with regulations of the publication, or company policy.

COMMISSIONS AND TERMS OF PAYMENT

- a. Commissionable Rate: \$28.68
(Includes 7 Day Listing On Website)
- b. Agency commission: 15% to recognized agencies.
- c. Advance payment is required prior to space reservation for all accounts that have

not established credit with the New Pittsburgh Courier.

DISPLAY CLASSIFIED ADS (SET SOLID WITH BORDER)

- a. Open Rate (per column inch): \$24.70
(Includes 7 Day Listing On Website)
Frequency Discount Rates (per column inch):
2x insertion:.....\$23.14
3x insertion:.....\$22.47
4x insertion:.....\$21.82
5x insertion:.....\$21.19
- b. Color Charge
Spot Color Logo \$50.00
Full color Ad \$250.00
- c. Size Requirements:
Minimum size is 2 columns x 1 inch (2 col inch). Space must be ordered in minimum ½ inch increments. Multiple column ads are acceptable.
- d. Notarized Proof of Publication: \$5.00
Issued at client’s request. Request must be made within 30 days of publication date.

LEGAL ADVERTISING

- a. Flat Rate: \$28.62 pci
(Includes 7 Day Listing On Website)
- b. Additional rate information available for other legal notices including Estate Notices, Articles of Incorporation and Fictitious Names.
- c. Notarized Proof of Publication: \$5.00 additional.
Issued at client’s request. Request must be made within 30 days of publication date.

NOTICES (OBITUARY, CARD OF THANKS, IN MEMORIAM)

- a. Without Picture: \$50.00 Minimum Rate for any size under a 2 x 2.5. All others are charged at \$10 per column inch.
- b. With Picture: \$25.00 additional charge

DEADLINE/CLOSING SCHEDULE

for copy, corrections, and cancellations.
Ads submitted must be in Microsoft Word or text and must be emailed:
ads@newpittsburghcourier.com

Monday 2:00 p.m. preceding Wednesday publication

Errors must be reported immediately for correction before next insertion. We are only responsible for one incorrect insertion.
Multiple insertion orders may be canceled for results or customer convenience, but cost remains the same.

- a.Type page size: 10.625 inches wide x 20.5 inches deep
- b.Columns per page: 10
- c.Depth of column: 20.5 inches
- d.Columns widths: INCHES
1 column 0.987”
2 columns 2.058”
3 columns 3.129”
4 columns 4.200”
5 columns 5.271”
6 columns 6.342”
7 columns 7.412”
8 columns 8.463”
9 columns 9.554”
10 columns 10.625”
- e.Full page: 205 column inches
- f.One column inch space is .987” wide x 1 inch deep.



CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING TERMS AND CONDITIONS

- a. No objectionable medical, abortion, personal, matrimonial, clairvoyant, or palmistry advertising accepted.
- b. Special discount rates may be refused when advertiser is not current on his/her invoice.
- c. In the event the New Pittsburgh Courier makes an error in production or reproduction of an advertisement, the New Pittsburgh Courier reserves the right to re-run a corrected advertisement or to adjust the invoice to reflect such error.
- d. All orders for advertising space are subject to credit approval. Credit approval takes two weeks and advertisers wishing to insert copy prior to approval must pay **100%** of the contracted rate until credit is approved.
- e. Terms of Payment: Total amount due and payable within **30** days following publication for credit approved advertisers. For noncredit approved advertisers, the entire amount is due prior to publication date.
- f. It is agreed and understood that delinquent accounts shall be turned over for collection to an attorney after 90 days.
- g. If it becomes necessary for the New Pittsburgh Courier to resort to court action to enforce this contract, it is agreed and understood that the attorney's fees and court costs will be added to the award of the court in favor of the New Pittsburgh Courier.
- h. The forwarding of an order will be construed as an acceptance of all rates terms and conditions at that time and charged accordingly.
- i. Cancellation of orders by telephone will not be effective unless confirmed in writing the same day.
- j. The New Pittsburgh Courier reserves the right to revise advertising rates at any time upon 30 days notice in writing.
- k. No person is authorized to change advertising contract or its terms and conditions.
- l. If advertiser decides to cancel this contract at any time, the New Pittsburgh Courier must receive written notice of cancellation **30** days prior to cancellation date.
- m. In case of cancellation, advertiser understands and agrees to pay the prevailing open rate per inch up to the time of cancellation.
- n. Advertiser is entitled to proof upon request, providing the New Pittsburgh Courier receives copy on or before proof deadline. A **\$15.00** service charge for proofs will be incurred when ad does not run in the New Pittsburgh Courier.

CLASSIFIED DIRECTORY

HELP WANTED

A-1 Help Wanted

DEATH NOTICES

- B-1 Obituary
- B-2 Cards of Thanks
- B-3 In Memoriam

RENTAL SERVICE

- REAL ESTATE
- ANNOUNCEMENTS
- AUTOMOBILES
- SCHOOLS
- BUSINESS SERVICES

LEGAL ADVERTISING

- M-1 Statement of Condition
- M-2 Legal Notices
- M-3 Bids/Proposals

**TO PLACE YOUR AD,
CALL A SALES REPRESENTATIVE AT
(412) 481-8302, EXT. 136
MONDAY – FRIDAY
8:15 A.M. – 4:15 P.M.
OR
FAX US AT
(412) 481-1360
OR
E-MAIL US AT
ADS@NEWPITTSBURGHCOURIER.COM
PLEASE CALL TO CONFIRM RECEIPT.**

LEGAL ADVERTISING RATES EFFECTIVE NOVEMBER 1, 2020

- * ESTATE NOTICES\$ **100.00**
(3 insertions, includes proof of publication)
- * FICTITIOUS NAMES.....\$ **85.00**
(1 insertion, includes proof of publication)
- * CHANGE OF NAME NOTICES.....\$ **95.00**
(1 insertion, includes proof of publication)
- * ADOPTION NOTICES.....\$ **213.15**
(3 insertions, includes proof of publication)
- *CORPORATION NOTICES (short form).\$ **75.00**

**** CORPORATION NOTICES (long form) -- AMENDMENTS --
CHARTER NOTICES –
DISSOLUTION NOTICES
BANK STATEMENTS -- MEETING NOTICES
FOUNDATION NOTICES --
BOND REDEMPTION NOTICES
& ALL OTHER LEGAL NOTICES **
\$28.62 PER COLUMN INCH/EACH INSERTION
(\$5.00 additional for notarized proof)**

- * This notice is prepaid by check or credit card payable to the New Pittsburgh Courier.
- ** After determination of size and total cost, this ad is prepaid by check or credit card payable to the New Pittsburgh Courier.

**THE NEW PITTSBURGH COURIER IS PUBLISHED EVERY WEDNESDAY.
DEADLINE: MONDAY 2 PM FOR WEDNESDAY PUBLICATION.
FOR FURTHER INFORMATION, CALL (412) 481-8302, EXT. 136
ADVERTISING DEPARTMENT
MONDAY THROUGH FRIDAY. 8:30 AM-4:30 PM.**



NEW
Pittsburgh Courier

2021 EDITORIAL PLANNING CALENDAR

The African-American community is one of the country’s most attractive consumer demographic groups with explosive population and per-capita income growth. You can reach this dynamic market through the pages of the *New Pittsburgh Courier* by sponsoring or advertising in these very special editions.



****2021 PITTSBURGH COURIER EVENTS****

- **MEN OF EXCELLENCE / AWARDS RECEPTION**
- **FAB 40 / AWARDS RECEPTION**
- **WOMEN OF EXCELLENCE / AWARDS LUNCHEON**

(DATES TO BE ANNOUNCED)

ASK FOR OUR SPONSORSHIP PACKAGES TO THESE EXCITING EVENTS

****2021 PITTSBURGH COURIER SPECIAL EDITIONS****

MARTIN LUTHER KING JR.
Issue Date: Wed Jan 13
Space Reservations: Wed Jan 6
Ad Copy Deadline: Fri Jan 18

BLACK HISTORY MONTH
Issue Date: Wed. Feb 10
Space Reservations: Wed Feb 3
Ad Copy Deadline: Fri Feb 5

Issue Date: Wed Feb 17
Space Reservations: Wed Feb 10
Ad Copy Deadline: Fri Feb 12

WOMEN’S HISTORY MONTH
Issue Date: Wed Mar 17
Space Reservations: Wed Mar 10
Ad Copy Deadline: Fri Mar 12

EDITORIAL CALENDER

****2021 PITTSBURGH COURIER SPECIAL EDITIONS****

NATIONAL MINORITY HEALTH MONTH

Issue Date: Wed April 14

Space Reservations: Wed April 7

Ad Copy Deadline: Fri April 9

OPAL (OLDER PERSONS WITH ACTIVE LIFESTYLES)

Issue Date: Wed Jan 20, Mar 17, May 19,
July 21, Sept 15, Nov 17

Space Reservations: Wed Jan 13, Mar 10, May 12,
July 14, Sept 8, Nov 10

Ad Copy Deadline: Fri Jan 15, Mar 12, May 14,
July 16, Sept 10, Nov 12

NATIONAL NURSES WEEK

Issue Date: Wed May 5

Space Reservations: Wed April 28

Ad Copy Deadline: Fri April 30

CELEBRATE THE GRADUATES

Issue Date: Wed June 23

Space Reservations: Wed June 16

Ad Copy Deadline: Fri June 18

GENERAL ELECTION EDITION & LEAGUE OF WOMEN VOTER'S GUIDE

Issue Date: Wed Oct 20

Space Reservations: Wed Oct 13

Ad Copy Deadline: Fri Oct 15

ACHIEVE! SCHOOL CHOICE GUIDE

Issue Date: Wed Nov 10

Space Reservations: Wed Nov 3

Ad Copy Deadline: Fri Nov 5

NATIONAL ADOPTION ISSUE

Issue Date: Nov 17

Space Reservations: Wed Nov 10

Ad Copy Deadline: Fri Nov 12

HOLIDAY GIFT GUIDE (2 EDITIONS)

Issue Date: Wed Nov 24 & Dec 1

Space Reservations: Wed Nov 17

Ad Copy Deadline: Wed Nov 29

For rates and more information please call **Ashley Johnson** at
412-481-8302 ext. 128 or email
ajohnson@newpittsburghcourier.com

***SOME DATES SUBJECT TO CHANGE.**

