

The NORTHSIDE CHRONICLE

www.thenorthsidechronicle.com

Your Community Newspaper

922 Middle Street - Pittsburgh, PA 15212 - (P) 412-321-3919 - (F) 412-321-1447

2011 ADVERTISING RATES

PRINT RATES			
SIZE	COLOR	B&W	DIMENSIONS
Back page	\$616	n/a	9.75" x 11.75"
Full page	\$585	\$452	9.75" x 11.5"
1/2 page	\$295	\$229	9.75" x 5.5" horiz., 4.8" x 11.25" vert.
1/4 page	\$157	\$118	4.8" x 5.5"
1/8 page	\$68	\$56	4.8" x 2.7" horiz., 2.25" x 5.5" vert.
Center spread	\$965	n/a	20.25" x 11.5"
Insert ad	\$825+ printing costs		
ONLINE RATES			
SIZE	COST	FREQUENCY	
Online edition	\$75	Weekly, every Thursday	
*New! Classified ad	\$20 for 30 words	Weekly, every Thursday	
Tall skyscraper	\$170	Monthly	
Medium skyscraper	\$115	Monthly	
Short skyscraper	\$90	Monthly, available on home page	
Full banner	\$90	Monthly, available on home page	
Long banner	\$75	Monthly	
Square button	\$50	Monthly, available on home page	

Print prices are per ad, per month.

All ads should be in PDF or TIF format and 200 dpi.

Terms: Net 30 days with 1.5% finance charge added to late accounts. Design help provided at no charge.

Please see schedule for monthly ad deadlines.

Repeat Placement Discounts:

- 10% for 3 or more months
- 15% for 6 or more months
- 20% for 9 or more months

Rates effective 1/1/2011

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2011 Special Editions and Advertising Deadlines

ISSUE	AD DEADLINE	ON NEWSTANDS	FEATURED INSERT
JANUARY	December 17	January 3	
FEBRUARY	January 21	February 1	
MARCH	February 18	March 1	Summer Youth Guide: Camp schedules, league sign-ups, etc.
APRIL	March 18	April 1	Homebuyer's Guide: Real estate trends, renters tips, etc.
MAY	April 22	May 2	
JUNE	May 20	June 1	Outside Guide: Park events, races, walks, activities and more
JULY	June 17	July 1	
AUGUST	July 22	August 1	
SEPTEMBER	August 19	September 1	Fall Guide: Business and event listings, fall fun and more
OCTOBER	September 23	October 3	
NOVEMBER	October 21	November 1	Holiday Guide: Gift guides, place of worship events, etc.
DECEMBER	November 18	December 1	

Deadlines may change based on printer's schedule. Please call to confirm.

To reserve space in any issue, please contact:

Emily Leone

412-321-3919

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Effective 1/1/2011