

SOUTH • PITTSBURGH **R E P O R T E R**

2021 Rate Card & Media Kit

The South Pittsburgh Reporter
PO Box 4285

Pittsburgh, PA 15203-0285

**412.481.0266 • Fax: 412.488.8011 • General Email: news@sopghreporter.com
www.sopghreporter.com**

Published on Tuesdays
Rates Effective September 1, 2020

SOUTH • PITTSBURGH REPORTER

Circulation

7,000

Distributed Throughout Pittsburgh Zip Codes 15203, 15210 & 15211

Net Display Rates*

Open Rate	\$9.90
Discount Rate	\$9.10
Contract Rate	\$7.70

All Rates are Per Column Inch

Most Popular Sizes • Open Rate

1 col. x 2 in.	\$19.80
2 col. x 2 in. (Business Card Size)	\$39.60
2 col. x 3 in.	\$59.40
1/8 Page (2 col. x 5.25 in.)	\$103.95
1/4 Page (3 col. x 7 in.)	\$207.90
1/2 Page (6 col. x 7 in.)	\$415.80
Full Page (6 col. x 14 in.)	\$831.60

Most Popular Sizes • Discount Rate

1 col. x 2 in.	\$18.20
2 col. x 2 in. (Business Card Size)	\$36.40
2 col. x 3 in.	\$54.60
1/8 Page (2 col. x 5.25 in.)	\$85.55
1/4 Page (3 col. x 7 in.)	\$191.10
1/2 Page (6 col. x 7 in.)	\$382.20
Full Page (6 col. x 14 in.)	\$764.40

Discount Rate Applied To Ads Running 4 to 12 Consecutive Weeks

Most Popular Sizes • Contract Rate

1 col. x 2 in.	\$15.40
2 col. x 2 in. (Business Card Size)	\$30.80
2 col. x 3 in.	\$46.20
1/8 Page (2 col. x 5.25 in.)	\$80.85
1/4 Page (3 col. x 7 in.)	\$161.70
1/2 Page (6 col. x 7 in.)	\$323.40
Full Page (6 col. x 14 in.)	\$646.80

Contract Rate Applied To Ads Running 13 or More Consecutive Weeks

Spot & Full Color

Spot Color.....	10%
<i>Spot color varies from week to week</i>	
Full Color	25%

Full color available for full and half-page ads. Call for quote on smaller sizes.

Since 1939, Serving The South Pittsburgh Neighborhoods of

• Allentown • Arlington • Beltzhoover • Bon Air • Carrick • Knoxville • Mount Oliver • Mount Washington • South Side

*Ad rates subject to change without notice

Classified Line Ads

Classified Line Ads are 15 Words.....\$3.50
 Additional Words 15¢ per Word
 Add a Photo For \$5.00 Online Only @ sopghreporter.com
 Classified Ads Must Be Prepaid & Can Be Place Online @ sopghreporter.com

Specialty Advertising

Front Page Banner

The Front Page Banner appears at the bottom of Page 1

6 col. x 2 in.\$182.60
 Actual size is 10.375" wide x 2" deep. Includes One Spot Color

Front Page Flag Ad

The Front Page Flag Ad appears at the top of Page 1 next to the
 The South Pittsburgh Reporter nameplate

3.375 in. wide x 2.25 in. deep.....\$99.00
 Includes One Spot Color

Advertorials

Quarter Page.....\$207.90
 Half Page Page.....\$415.80
 Full Page.....\$831.60

Set-up charges may apply. Ads that look like stories must include
 "Paid Advertisement at the top of the ad."

Sticky Notes

7,000.....Call
 Includes Glossy Printing and Applying to Front Page. Two-Sided Printing
 Available for Extra Cost. Two Week Notice Required for Sticky Notes

Pre-Printed Inserts

7,000.....Call
 4,000 to 7,000.....Call

Ask for Quote on Printing Inserts

Advertising Deadlines

Display Ad Copy or
 Space Reservations Thursday, 4 p.m.
 Camera Ready Materials.....Friday, Noon
 Classified Ads.....Thursday, Noon
 Additional Time May Be Needed If A Proof Is Required

Contacts

Display sales 412.481.0266
 tsmith@sopghreporter.com
 Classified sales..... 412.481.0266
 www.sopghreporter.com/classifieds
 classifieds@sopghreporter.com

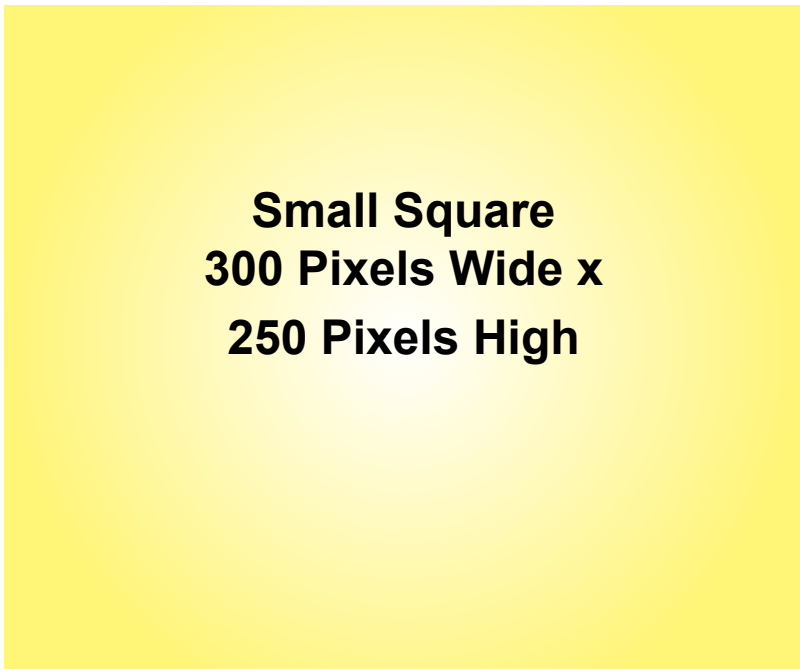
Most Popular Sizes

Ads placed on *sopghreporter.com* are in conjunction with an ad placed in the print edition.

Sizes listed are in Pixels.

Small Square	
300w x 250h	\$20.00
Medium Square	
300w x 450h	\$30.00
Large Square	
300w x 600h	\$40.00
Medium Square	
300w x 450h	\$30.00
Small Horizontal	
260w x 90h	\$30.00
Large Horizontal	
728w x 90h	\$40.00
Homepage Splash	
550h x 480w	\$60.00

Listed prices are for a four-week posting and are subject to change. Additional setup charges may apply. Web ads appear in a random rotation and may be linked to a webpage, Facebook page, another page or even an email address.



Small Square
300 Pixels Wide x
250 Pixels High



Medium Square
300 Pixels Wide x
450 Pixels High



Q. Why a minimum four-week posting for ads on *sopghreporter.com*?

A. Each week, *sopghreporter.com* is updated on Thursday with news from the Tuesday edition of *The South Pittsburgh Reporter*. A limited number of stories, dated announcements, Housing Court and Zoning Board notices, are updated for Tuesday morning. The delayed posting encourages the reading of the print edition first. However, readers continue to view online stories for five weeks or more, the number of weeks stories are available as current issues, adding to the number of weekly page views at *sopghreporter.com*. Because of this, *sopghreporter.com* frequently exceeds 10,000 page views a week over a four-week period.

Example of a Quarter Page Advertorial

Jazi's This & That features stained glass, jewelry, more

Tucked away in three small storefronts on Brownsville Road is *Jazi's This & That: Collectables and Stained Glass*. Joe Izaj has displayed his 35 years of stained glass experience in the custom windows and lamp shades in his shops.

Joe signs all his original stained glass work and is proud of the 13 windows he recently designed and built for a mansion in East Liberty. On display in his shops at **135-139 Brownsville Road** are examples of his original stained glass work, many featuring angels, in prices from \$175 and up.



Proud of being called the “best kept secret in the city,” *Jazi's This & That* also features new and classic furniture, bric-a-brac, jewelry and oil paintings.

In addition to new and classic stained glass, Joe also specializes in repairing stained glass and can often make repairs in place.

Stop in at *Jazi's This & That* at **135-139 Brownsville Road**, call **412-606-1774** for more information. Joe's stained glass can also be found online at Craigslis.com under Stained Glass.

SOUTH • PITTSBURGH REPORTER

Advertising Terms

Payment is due when advertising is ordered. Accounts in arrears may be charged interest at 18% APR. Any client having a past due balance over 90 days will forfeit all monthly earned discounts in that 90-day period. Ads requiring special camera work, or location photography, will be at the advertiser's expense and will be charged at the actual cost to the publisher.

The South Pittsburgh Reporter accepts: Cash, Checks, Money Orders, Credit Cards including: Visa, MasterCard, American Express and Discover. Classified ads may be placed and paid for on-line at www.sopghreporter.com using PayPal also.

General Advertising Guidelines for The South Pittsburgh Reporter

- The placement of any advertising in this newspaper by an advertiser will be regarded as an acceptance of provisions of this rate card.
- The publisher reserves the right to edit, revise or reject any advertisement he deems objectionable, whether in subject matter, phraseology or setup.
- In any case where an advertisement is scheduled which requires a total composition time of one hour or more, and such advertisement is subsequently canceled, a charge will be made for the composition time.
- Rates quoted are for normal composition. For unusual and intricate composition, the *South Pittsburgh Reporter* sales representative should be consulted, as there may be an extra charge and labor costs involved.
- Ads requiring special camera work, or location photography, will be at the advertiser's expense and will be charged at the actual cost to the publisher.
- In the event of a typographical error advertising goods at less or more than the correct price, the *South Pittsburgh Reporter* will furnish a letter to the advertiser to be posted in the store stating the correct price, but will assume no liability for any loss in case the goods are sold at the incorrect price.
- Every effort is made to eliminate errors. In the event of a mistake in an ad, we can only assume responsibility for reprinting the portion of the ad that is in error.
- The South Pittsburgh Reporter will not be responsible for more than one incorrect insertion.
- No credit will be given for errors that do not materially affect the value of the ad, unless the ad fails to appear.
- Payment must be received before a corrected ad will be run.
- All credits are determined by the publisher.
- The publisher is not responsible for copy omission or typographical errors occurring, other than to cor-

rect them in the next issue. In no case does the publisher hold himself liable for damages further than the amount received by him for actual ad space that includes the error.

- Publications requesting ads designed by the staff at the *South Pittsburgh Reporter* newspaper will be charged a \$50 fee unless trade agreement has been established.
- Photos, original artwork, etc., will be returned to the customer after publication. We will not be responsible for materials that are not picked up after 30 days.
- The South Pittsburgh Reporter reserves the right to insert above or below any copy, the words "PAID ADVERTISEMENT."
- Ads requiring a customer proof must be received at least one day before deadline date.
- Up to two tearsheets will be provided at no charge to all advertisers for ads totaling 1/8 page or larger. Additional tearsheets are available for a minimum fee through the advertising representative.
- No proofs will be shown for late ads and the South Pittsburgh Reporter will not be responsible for errors. Late ads may be accepted as space permits.
- A minimum of a half-point border is required around all ads.
- Requests for position cannot be guaranteed, but are given every consideration.

Submission Guidelines

Ads:

Accepted file formats include the following:

- Portable Document Format (.pdf)*
- Jpeg (.jpg)*^o
- Tiff (.tif)*^o
- Adobe PhotoShop (.psd)*

* Minimum 300 d.p.i.

^o Minimum 1000 pixels wide or high

Documents:

Accepted file formats include the following:

- Microsoft Word Document (.doc or docx)
- Rich Text Documents (.rtf)
- Plain Text Documents (.txt)
- Portable Document Format (.pdf)
- Open Document Format (.odt)

- We DO NOT accept ads built in Microsoft Word, Powerpoint or Publisher. Only raw, unformatted text and art files or in one of the formats listed above will be accepted.

Column Depth and Widths:

Pages are 14" deep in quarter-inch increments.

Any advertisement ordered for over 13" depth will be billed for 14" depth per column.

1 Column	1.625"	4 Columns	6.875"
2 Columns	3.375"	5 Columns	8.625"
3 Columns	5.125"	6 Columns	10.375"
Double-Truck (Double Page)			21.75"

South Pittsburgh Reporter Ad Rates are current as of date of Rate Card publication.

Rate schedule may be revised at anytime.

South Pittsburgh Reporter Ad Size Examples

Half Pages:

3 col. x 14 in.

5.125" x 14"

6 col. x 7 in.

10.375" x 7"

4 col. x 10.5 in.

6.875" x 14"

Eighth Pages:

3 col. x 3.5 in.

5.125" x 3.5"

2 col. x 5.25 in.

3.375" x 5.25"

Quarter Pages:

3 col. x 7 in.

5.125" x 7"

4 col. x 5.25 in.

6.875" x 5.25"

2 col. x 10.5 in.

3.375" x 10.5"

2 x 2:

2 col. x 2 in.

3.375" x 2"

1 x 2:
1 col. x
2 in.

1.675" x 2"

Full Page:

6 col. x 14 in.

10.375" x 14"

2 x 3:

2 col. x 3 in.

3.375" x 3"

Other Sizes Available

SOUTH • PITTSBURGH REPORTER

A Neighborhood Publications, Inc. Newspaper

ADVERTISER INFORMATION:

Name of Company or Organization _____

Contact _____

Title _____

Address _____

City _____ State _____

Country _____ Zip Code _____

Phone _____ Fax _____

Email Address _____

PAYMENT INFORMATION:

Cash Check # _____ Credit Card

Authorized Signature _____

Name (Please Print) _____

Credit Card Number _____

Expiration Date _____ Security Code _____

Please keep a copy of this agreement for your records

Send contacts, insertion orders & art materials to:
tsmith@sopghreporter.com
Or fax agreement & insertion orders to:
412.488.8011

CONDITIONS & POLICIES: (On next page)

TERMS & AGREEMENTS:

1. It is assumed that advertisers have read this agreement and agree to it's conditions without any further contact or notice
2. **Neighborhood Publications, Inc.** reserves the right to review and consider rejection of any advertising.
3. The advertiser and agency assume liability for all content, including text and illustrations of advertising published.
4. All Advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked "Advertisement." **Neighborhood Publications, Inc.** reserves the right to so mark all advertising materials.
5. **Neighborhood Publications, Inc.** shall be under no liability for its failure, for any cause, to insert an advertisement.
6. Charges for changes from original layout and copy will be based on current composition rates.

Print Advertising Agreement

Advertising Client agrees to purchase the following advertising from
The South Pittsburgh Reporter:

FREQUENCY:

1-3 4-12 13 Or More
Consecutive weeks Consecutive weeks Consecutive weeks

From: _____ To: _____

Every Other Week 'Til Further Notice

AD SIZE:

1 x 2 2 x 2 2 x 3
2 Col. Inches 4 Col. Inches 6 Col. Inches

1/8 Page 1/4 Page 1/2 Page
10.5 Col. Inches 21 Col. Inches 42 Col. Inches

Full Page Front Banner _____
84 Col. Inches Columns Wide x Inches Deep

COLOR:

Black & White

Spot Color: Add 10% to Rate

Four Color (Full Color): Add 25% to Rate
Available on 1/2 Page or Larger Ads Unless Otherwise Noted

POSITIONING:

ROP

Center Pages*

Back Page*

Front Cover*
*Additional Charges May Apply

MATERIAL INSTRUCTIONS:

Electronic Files Attached/Enclosed

Electronic Files Arriving Under Separate Cover

Pick Up Materials

PROOF:

Required

Not Required

SPECIAL INSTRUCTIONS:

Gross cost per insertion	\$
Other charges or discounts	\$
Net cost per insertion	\$
Number of insertions	
TOTAL DUE	\$

South Pittsburgh Reporter
A Neighborhood Publications, Inc. Newspaper
PO Box 4285
Pittsburgh, PA 15203
Phone: 412.481.0266 • Fax: 412.488.8011

Refer to the Media Kit for ad rates, deadlines and mechanical requirements

ADVERTISERS INFORMATION:

PREPAYMENT FOR NEW ADVERTISERS:

Advertisers must prepay for all placements in **Neighborhood Publications, Inc.** newspapers unless other arrangements are approved. Please make a check payable to: "Neighborhood Publications, Inc." or "The South Pittsburgh Reporter." For your convenience, Neighborhood Publications, Inc. accepts: Cash, Checks, PayPal and most major credit cards.

CANCELLATION POLICY:

Space cancellations must be received, in writing, prior to the space closing date. If space is cancelled after the deadline or not cancelled at all, or materials are received too late to be used, the advertiser will be charged for the insertion. If for any reason, an advertisement is cancelled after the closing date, the publisher reserves the right to repeat former ad at full rate. If the advertiser has not previously run an ad, advertiser will be charged for the cost of space reserved. Special contract schedules will not be cancelled. By signing this agreement, the advertiser agrees to abide by these terms.

SHORT RATES:

Advertisers will be short-rated if they do not use the amount of space they initially reserved and upon which their billings were based.

SPECIAL POSITION:

Orders specifying special positions will be treated as requests only and will not be binding on the publisher.

AD MATERIAL POLICY:

Advertising materials must conform to specifications. Electronic materials should be submitted in PDF form. Advertising materials will be returned only upon written request. Materials may be kept for up to 12 months after final publication and then discarded.

South Pittsburgh Reporter Coverage Area



- Coverage Neighborhoods
- Coverage ZIP Codes
- Other Neighborhoods
- Three Rivers

