

GANNETT CO INC /DE/
Form FWP
May 24, 2006

Filed Pursuant to Rule 433

Registration No.: 333-85430

May 23, 2006

Gannett Co., Inc.

\$750,000,000 Floating Rate Notes Due 2009

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|---------------------------------------|---|
| Issuer: | Gannett Co., Inc. |
| Size: | \$750,000,000 |
| Maturity: | May 26, 2009 |
| Coupon: | 3 Month LIBOR Telerate plus 0.20% |
| Price to Public: | 100.000% of face amount |
| Proceeds (Before Expenses) to Issuer: | \$748,125,000 (99.750%) |
| Interest Payment and Reset Dates: | February 26, May 26, August 26 and November 26, commencing August 28, 2006 |
| Day Count Convention: | Actual/360 |
| Trade Date: | May 23, 2006 |
| Settlement Date: | May 26, 2006 (T+3) |
| Denominations: | \$1,000 x \$1,000 |
| Ratings: | A2 (Moody s); A (S&P) |
| Underwriters: | Banc of America Securities LLC Barclays Capital Inc. J.P. Morgan Securities Inc. Mitsubishi UFJ Securities International plc SunTrust Capital Markets, Inc. Citigroup Global Markets Inc. Wachovia Capital Markets, LLC Wells Fargo Securities, LLC Daiwa Securities SMBC Europe Limited Comerica Securities, Inc. KeyBanc Capital Markets BNY Capital Markets, Inc. Fifth Third Securities, Inc. |

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PNC Capital Markets LLC

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or withdrawal at any time.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling collect 1-212-834-4533.

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