



CONSUMER E-NEWSLETTER

Reach over 52,000 opt-in subscribers who are eager for updates on Pittsburgh’s latest events and attractions. Our consumer e-blasts are an excellent way to target potential visitors to the region and get your business on their radar. Select from native or banner ad placements to feature your brand in front of thousands of engaged email readers!

OPTION 1: NATIVE AD \$500

- Native Ad placement in the eblast
- Ad will link to URL of your choice
- Image Specs: Please provide a full-size image
- Copy: 50 words max

AWARENESS **CONVERSION**

OPTION 2: BANNER AD \$1,000

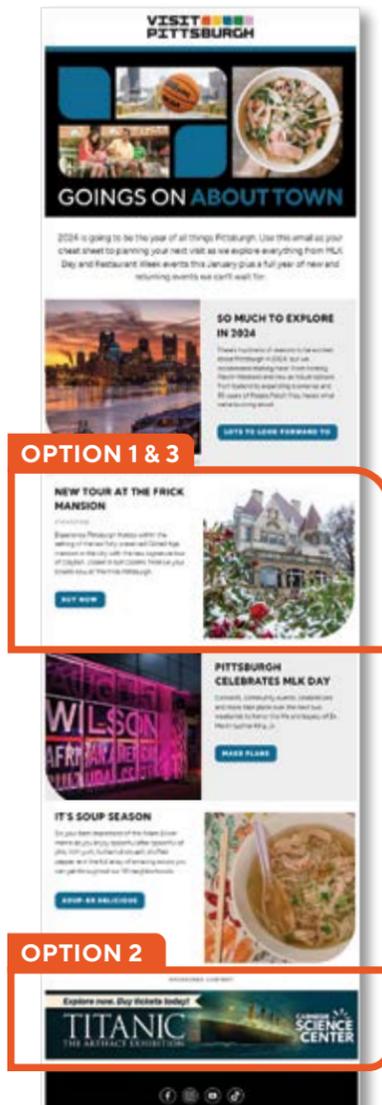
- Banner Ad at foot of eblast
- Ad can link to URL of your choice
- Image Specs (pixels): 680x150

CONVERSION

OPTION 3: SEASONAL EMAIL NATIVE AD \$500

- Native Ad placement in the eblast
- Ad will link to URL of your choice
- Image Specs: Please provide a full-size image
- Copy: 50 words max

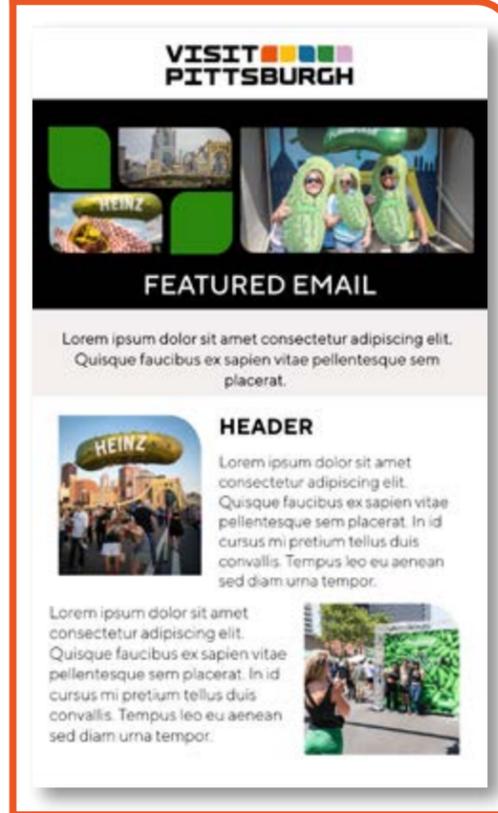
AWARENESS **CONVERSION**



OPTION 1 & 3

OPTION 2

OPTION 4



OPTION 4: FEATURED EMAIL \$2,000

- Entire custom email with content of your choice
- Ad can include up to 2 images
- Copy: 400 words max
- CTA button + url of your choice

AWARENESS **CONVERSION**