

Welcome Center DIGITAL DISPLAYS

Reach Pittsburgh visitors as soon as they arrive in the Steel City by advertising on one of our screens at the VisitPITTSBURGH Welcome Center in the new Pittsburgh International Airport terminal. With this option, you'll reach a captive audience, already in-market and looking for ways to experience Pittsburgh

WELCOME CENTER SEASONAL VIDEO \$2,500

Have your hotel, attraction or offering featured in our seasonal sizzle reel, which will play on a loop on the screens in our new Welcome Center at the new PIT Airport terminal. Videos will rotate on a quarterly basis and run for 3 months. As part of this offering, VisitPITTSBURGH will shoot custom content for you to match the look and feel of our seasonal sizzle reel, while also offering you additional video content to use for your social media and other purposes. Another bonus of this offer is the seasonal sizzle reel will also be featured on the top of the VisitPITTSBURGH.com homepage.

AWARENESS

WELCOME CENTER FULL SCREEN AD \$1,000

Highlight an event, specific offer or your attraction with a custom display on one of our digital screens at the new Welcome Center at the PIT Airport terminal. This display will run for one month and be featured on one screen adjacent to our sizzle reel. It's a great way to capture visitors as they're in-market and looking to expand their itineraries. These placements can be static with a simple call to action, or feature video content that you provide.

SPECS: 1280 x 620 px

AWARENESS CONVERSION

WELCOME CENTER FULL SCREEN AD EXAMPLES



KIOSK POP-UP AD (HEINZ HISTORY CENTER OR AIRPORT) \$750

Reach visitors as they're using our kiosk to explore attractions, restaurants, museums and more with a custom pop-up ad.

VERTICAL KIOSK SPECS: 865 x 960 px
HORIZONTAL KIOSK SPECS: 1600 x 900 px

AWARENESS CONVERSION



KIOSK BANNER AD (HEINZ HISTORY CENTER OR AIRPORT) \$500

Reach visitors as they're using our kiosk to explore attractions, restaurants, museums and more with a custom static banner ad at the bottom of the screen.

VERTICAL KIOSK SPECS: 1080 x 250 px
HORIZONTAL KIOSK SPECS: 1770 x 200 px

AWARENESS CONVERSION

