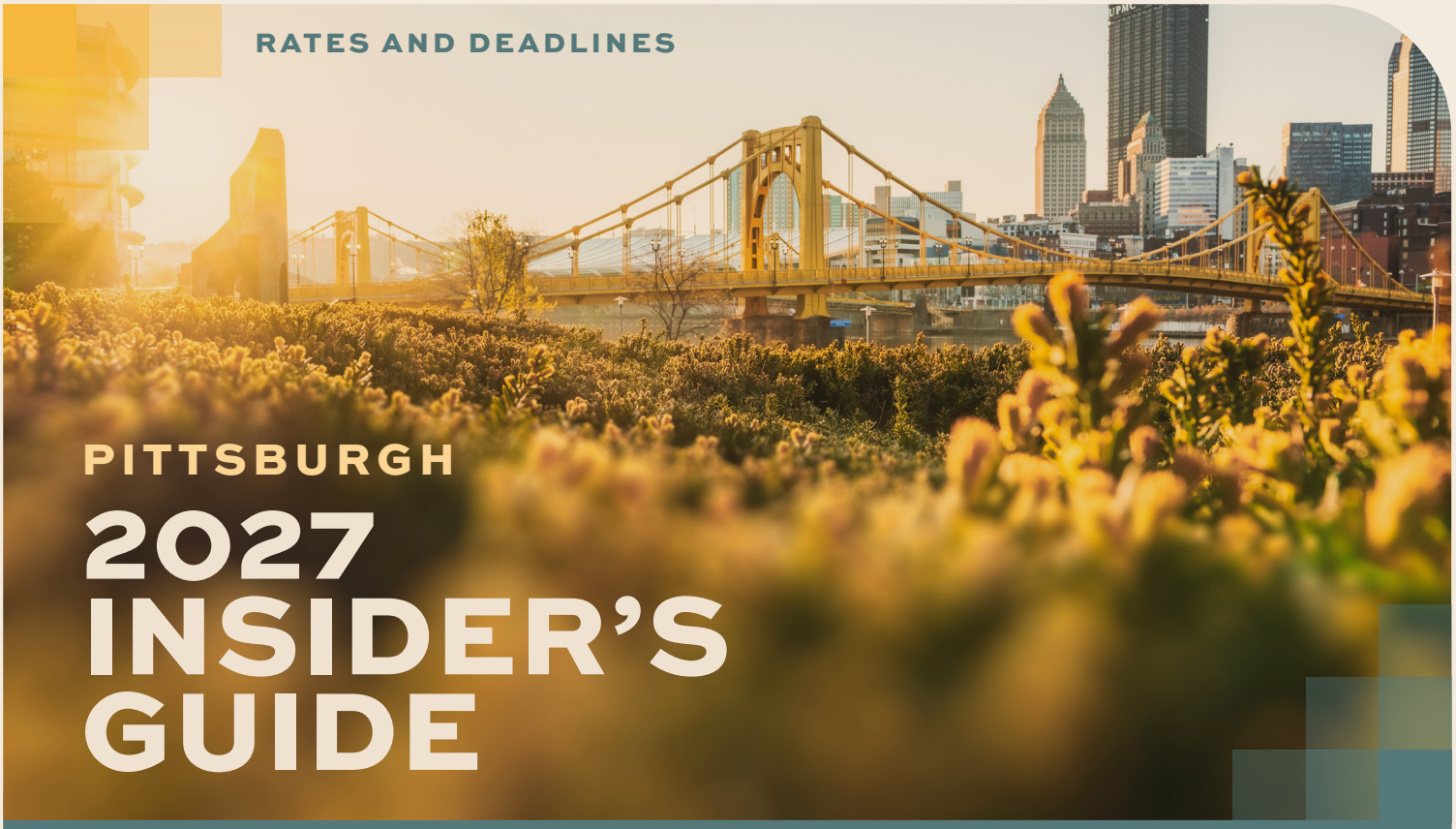
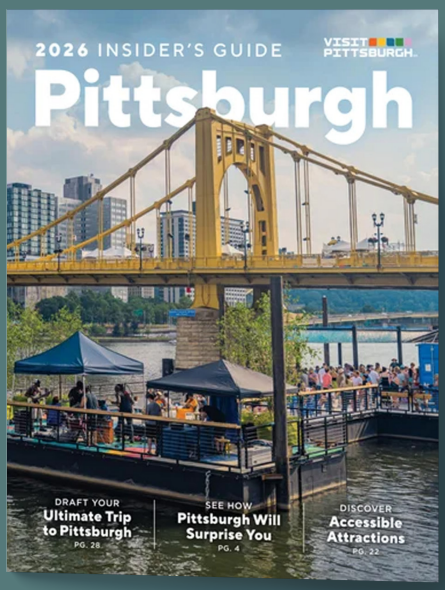


PITTSBURGH 2027 INSIDER'S GUIDE

The Insider's Guide will include eye-catching content where our Pittsburgh travel partners will have the opportunity to promote their brands and destinations. Be sure your brand is a part of the first place readers look for recommendations on where to stay, top culinary favorites, best local stores, event planning resources, attractions and more.

SCHEDULE

AD SPACE RESERVATION	October 16, 2026
AD MATERIALS DUE	November 3, 2026
PUBLISHED	January 2027

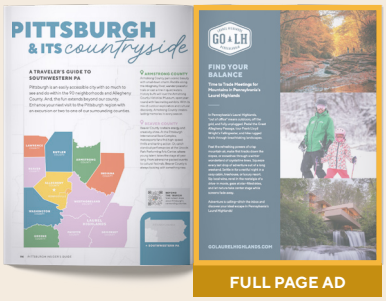


2026 Guide Pictured

KEY DISTRIBUTION POINTS

Distribution: 100,000

Mailed via direct request	VisitPITTSBURGH welcome centers and traveler hubs	Available in targeted travel markets	Viewed and downloaded via VisitPITTSBURGH.com	Shared at in-market events and conventions	Available at local universities, retailers and businesses upon request



FULL PAGE AD

NEW



SPONSORED STORY

1/2 PAGE AD



1/4 PAGE AD

DIRECTORY

1/2 PAGE AD



1/4 PAGE AD



ADVERTORIAL

DIRECTORY



SPOTLIGHT

AD DESCRIPTION	PARTNER RATE	NON-PARTNER RATE
PREMIUM POSITIONS		
Full Page - Inside Back Cover (1 Available)	$12,400	$24,800
NEW Full Page - Sponsored Story (2 Available)	$12,000	$24,000
Full Page - Center Spreads (2 Available)	$10,400	$20,800
TRADITIONAL POSITIONS		
Full Page (8 Available)	$8,800	$17,600
1/2 Page (20 Available)	$6,400	$12,800
1/4 Page (16 Available)	$4,400	$8,800
DIRECTORY ADS		
1/2 Page Back of Book (5 Available)	$3,200	N/A
1/4 Page Back of Book (10 Available)	$2,200	N/A
EDITORIAL POSITIONS		
Advertorial Feature in Editorial (5 Available)	$2,000	$4,000
Spotlight Listing Back of Book (10 Available)	$550	$1,100

MATERIAL REQUIREMENTS

The VisitPITTSBURGH Insider's Guide is designed to provide an immersive, inspirational experience for readers. All ads are thoughtfully designed, custom ads that align with our brand standards vs. traditional display ads. Rest assured, you will continue to drive the direction of your ad by supplying us with your desired photos, logo, headlines and body copy, but our team will take it from there! The end result: less work for our partners and a more seamless experience for our readers.

HAVE YOUR STORY TOLD LIKE NEVER BEFORE.

This year's guide will provide visitors with an insider's lens into Pittsburgh's arts & culture, culinary scene, family-friendly activities, sports must-sees, outdoor adventures and more.

AD UNITS & ASSETS

SPACE RESERVATION DEADLINE:
October 16

AD MATERIALS DUE:
November 3

REQUIRED ASSETS

Premium Position - Full Page

Photos: 5 images maximum, along with 3 photo captions of 20 words maximum

Logo: Vector .EPS (preferred) / High Resolution .PNG or .JPG (single color*)

Headline: 5 words maximum

Subhead: 25 words maximum

Body Copy: 250 words maximum

Traditional Position - Full Page

Photos: 3 images maximum, along with 1 photo caption of 20 words maximum

Logo: Vector .EPS (preferred) / High Resolution .PNG or .JPG (single color*)

Headline: 5 words maximum

Subhead: 25 words maximum

Body Copy: 125 words maximum

NEW

Sponsored Story - Full Page

Photos: 2 images maximum, along with 1 photo caption of 20 words maximum

Logo: Vector .EPS (preferred) / High Resolution .PNG or .JPG (single color*)

Story Copy: Up to 500 words of copy to be written by editorial staff.

Digital Placement: Includes corresponding VisitPITTSBURGH.com website placement

Traditional Position - 1/2 Page

Photos: 2 images maximum

Logo: Vector .EPS (preferred) / High Resolution .PNG or .JPG (single color*)

Headline: 4 words maximum

Body Copy: 75 words maximum

Directory Ad - 1/2 Page

Photos: 2 images maximum

Logo: Vector .EPS (preferred) / High Resolution .PNG or .JPG (single color*)

Headline: 4 words maximum

Body Copy: 75 words maximum

Traditional Position - 1/4 Page

Photos: 1 image

Logo: Vector .EPS (preferred) / High Resolution .PNG or .JPG (single color*)

Headline: 3 words maximum

Body Copy: 50 words maximum

Advertorial Feature

Photos: 1 image

Headline: 5 words maximum

Body Copy: 50 words maximum

Directory Ad - 1/4 Page

Photos: 1 image

Logo: Vector .EPS (preferred) / High Resolution .PNG or .JPG (single color*)

Headline: 3 words maximum

Body Copy: 50 words maximum

Spotlight Listing

Photos: 1 image

Photo will accompany your directory listing (30 words maximum) with special color treatment

* *All logos will be displayed as a single color in the publication design. If available, please provide versions of your logo for use on dark and light backgrounds. For example, all white for use on dark backgrounds and black for use on light.*

PHOTOGRAPHY

All photos should be color jpgs, high-resolution (minimum 300 dpi). Low-res photos will not reproduce properly Please let us know if you have questions about your images.

Editorial team reserves the right to edit supplied materials. Advertisers will have the opportunity for one review and final approval.

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