PRINT SPECS

SEE & DO GUIDE

VisitPITTSBURGH's See & Do Guide is a must-have guide for visitors who are in Pittsburgh, ready to experience all that the city has to offer. Featuring all the hottest tickets and mustsees, See & Do showcases attractions, festivals, seasonal events, shopping, dining and nightlife to leisure visitors and conventioneers. Even locals pick up See & Do to be in the know about what's upcoming in and around the 'Burgh. **See & Do is printed triannually and hosted at VisitPITTSBURGH.com**



TOTAL DISTRIBUTION: 85,000

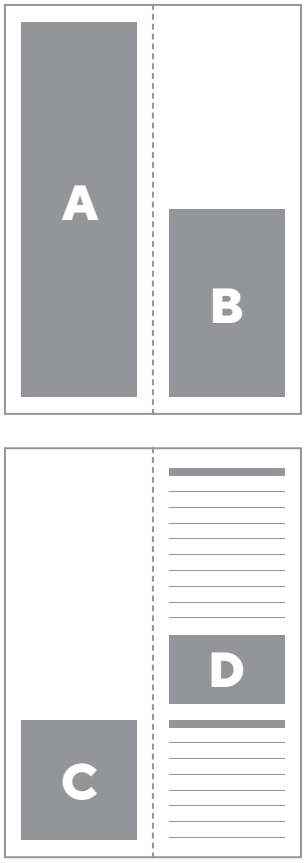
Printed copies are distributed at the following locations:

- Select Greater Pittsburgh hotels
- Select Pennsylvania rest areas and turnpike plazas
- Select Pennsylvania AAA locations
- Select Ohio AAA locations
- Pittsburgh International Airport Welcome Center
- Senator John Heinz History Center Welcome Center
- Duquesne Incline
- DLCC Mobile Visitors Booth
- Convention registrations
- Additional Pittsburgh locations
- Advertiser locations

SCHEDULE	SUMMER	FALL/ WINTER	WINTER/ SPRING
Space Reservation	March 1	July 1	Nov. 1
Ad Materials Due	March 15	July 15	Nov. 15
Distribution	May–Aug.	Sept.–Dec.	Jan.–April

AD SIZE SPECS (w x h)	RATE		Non-Partner Rate
A: Full Page (Premium Placement)*	3.875" x 8.5"	$3,600	$7,000
A: Full Page	3.875" x 8.5"	$3,100	$6,000
B: 1/2 Page - Vertical	3.875" x 4.25"	$1,750	$3,400
C: 1/3 Page - Horizontal	3.875" x 2.8333"	$1,250	$2,400
D: Featured Listing ($525) - Hi-Res Image (1.894" x 1.0731") and 30 words of text in Listing Section with special color treatment			

*Please allow .375 text safe area on all sides



ELECTRONIC SUBMISSION

- Ads must be submitted as a PDF file, in CMYK (no spot color), high-resolution and have all fonts embedded.
- Email artwork to your sales representative: **colleen.smith@visitpittsburgh.com** or **gina.clark@visitpittsburgh.com**

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