

An aerial photograph of Pittsburgh, Pennsylvania, showing the city skyline across the Allegheny River. In the foreground, a red Duquesne Incline car is visible on its tracks, surrounded by lush green trees. The sky is blue with scattered white clouds.

VISIT 
PITTSBURGH

VISIT PITTSBURGH | DESTINATION SIGNALS

2025 DIGITAL ADVERTISING GUIDE

Destination Signals supports Visit Pittsburgh with
community activation — connecting local
businesses with motivated travelers and locals



destination
signals

ADVERTISING OVERVIEW

3.7 MILLION

Annual Website Visitors

59%

Visitors Aged 25-54

73%

Visits Are Mobile

VALUE PROPOSITION

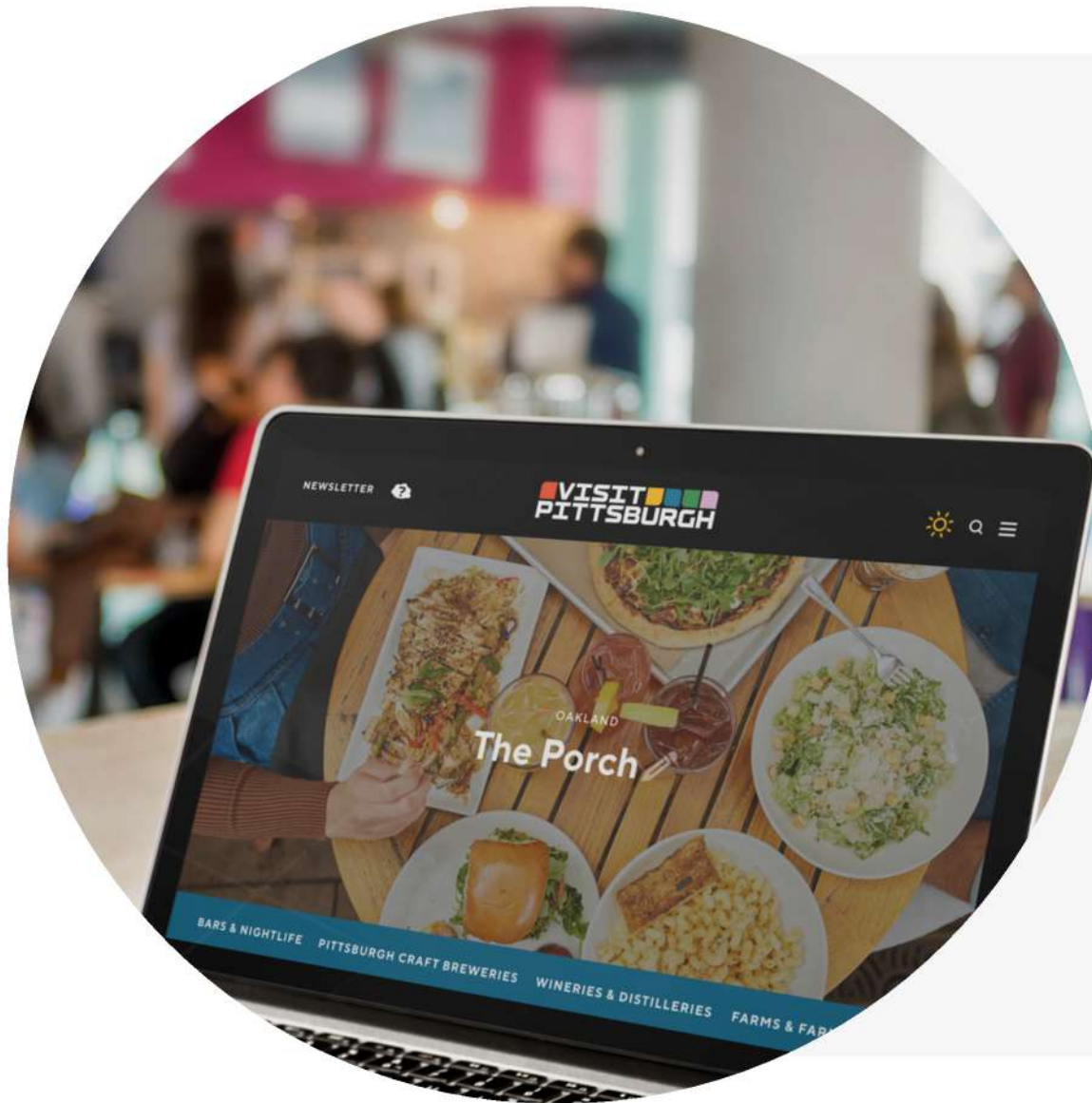
Travelers view the **Visit Pittsburgh** brand as a trustworthy resource, giving you a perfect platform to begin new conversations.

Amplify your visibility with a highly-motivated audience of domestic and international travelers. Craft engaging campaigns with our in-house advertising specialists.

Your support and advertising dollars help power ongoing marketing campaigns that influence increased visitation and spending within our community.

Collaborate with our team to measure your campaigns, gain valuable insights about traveler behavior and decision making.

TO GET STARTED, PLEASE EMAIL ASHLEY.FREEBURG@DESTINATION SIGNALS.COM



FREQUENTLY ASK QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with Visit Pittsburgh, Destination Signals manages all digital advertising and sponsored content opportunities.

2 HOW DOES BILLING WORK?

Invoices are sent digitally via email from Destination Signals. Those can be paid online monthly, quarterly, or annually for digital ads.

3 HOW DO I BUILD CREATIVE FOR MY ADS?

Our team will provide complimentary content recommendations for your digital ads and sponsored blogs. For all other advertising options we will send you specs and guidelines to assist with building out your own ad creative.

4 I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?

We allow for unlimited updates to the sponsored content placed on the site. You can swap content in and out as much as you'd like. Just allow for at least a 2-3 day lead time to make sure things get properly scheduled

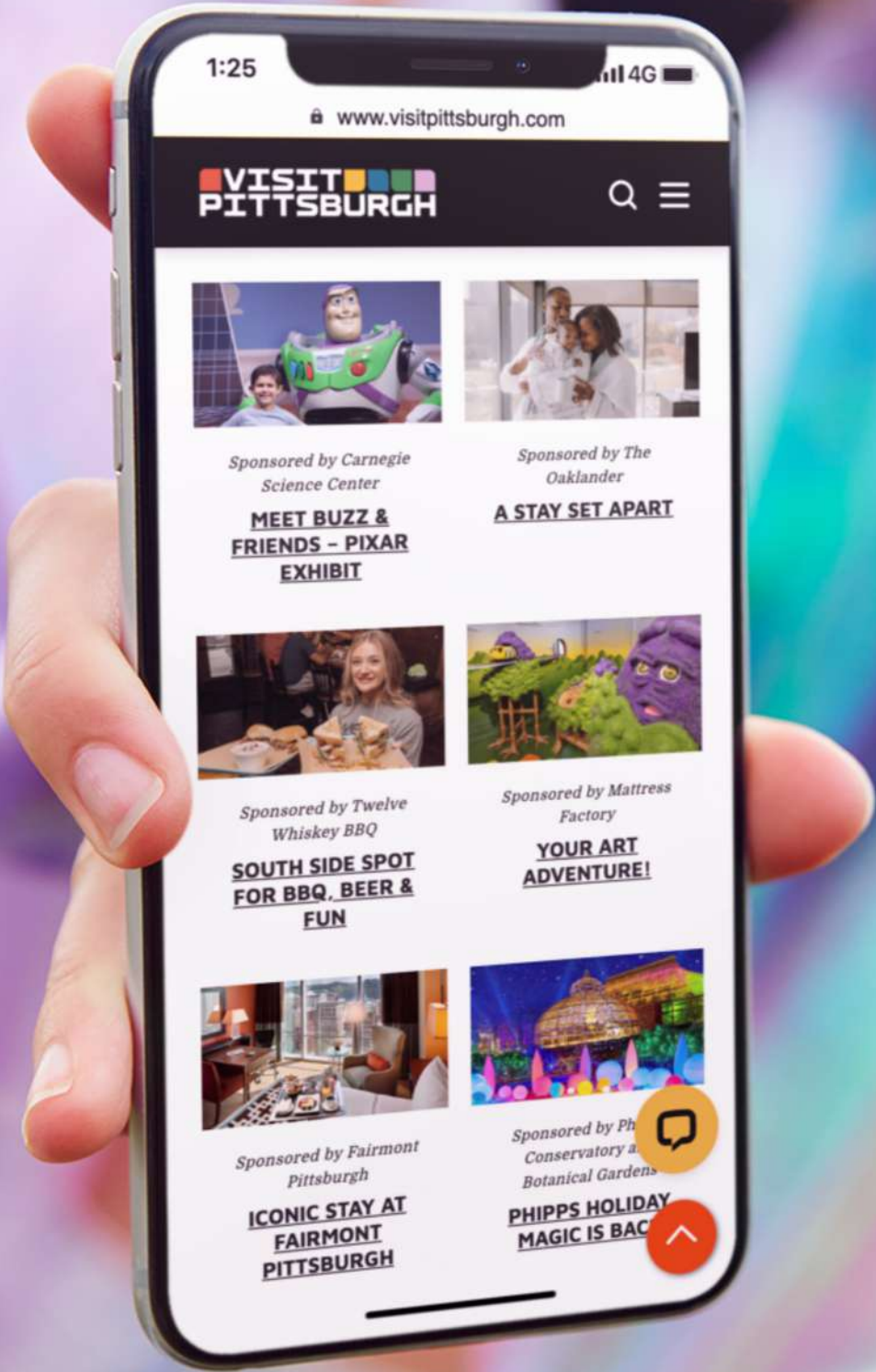
5 HOW WILL I KNOW IF MY CONTENT IS PERFORMING?

Destination Signals will provide detailed quarterly and/or monthly reporting to all businesses that participate in the program.

6 CAN I PLACE SHORT TERM OR SEASONAL PLACEMENTS?

Absolutely! We accommodate both long and short-term runs and give you full flexibility when, where, and how you place sponsored content on the site

HOMEPAGE - FEATURED PARTNER



FEATURED PARTNER

- Inspire visitors, be one of the first things they see when they come to [VisitPittsburgh.com](https://www.visitpittsburgh.com)
- **Featured Partners** are targeted placements that are showcased near the top of the page
- Partners rotate evenly around the six spots available through this placement

640 X 360
Image Specs

35 CHARACTERS
Headline/Title

N/A
Body Copy

N/A
Call-to-Action

***Character count includes spaces

FEATURED CONTENT

- Leverage this large format display to promote your business and everything you offer
- **Featured Content** is a targeted placements that are visible around the middle of the page
- Partners rotate evenly around the three spots available through this placement

640 X 480

Image Specs

35 CHARACTERS

Headline/Title

250 CHARACTERS

Body Copy

20 CHARACTERS

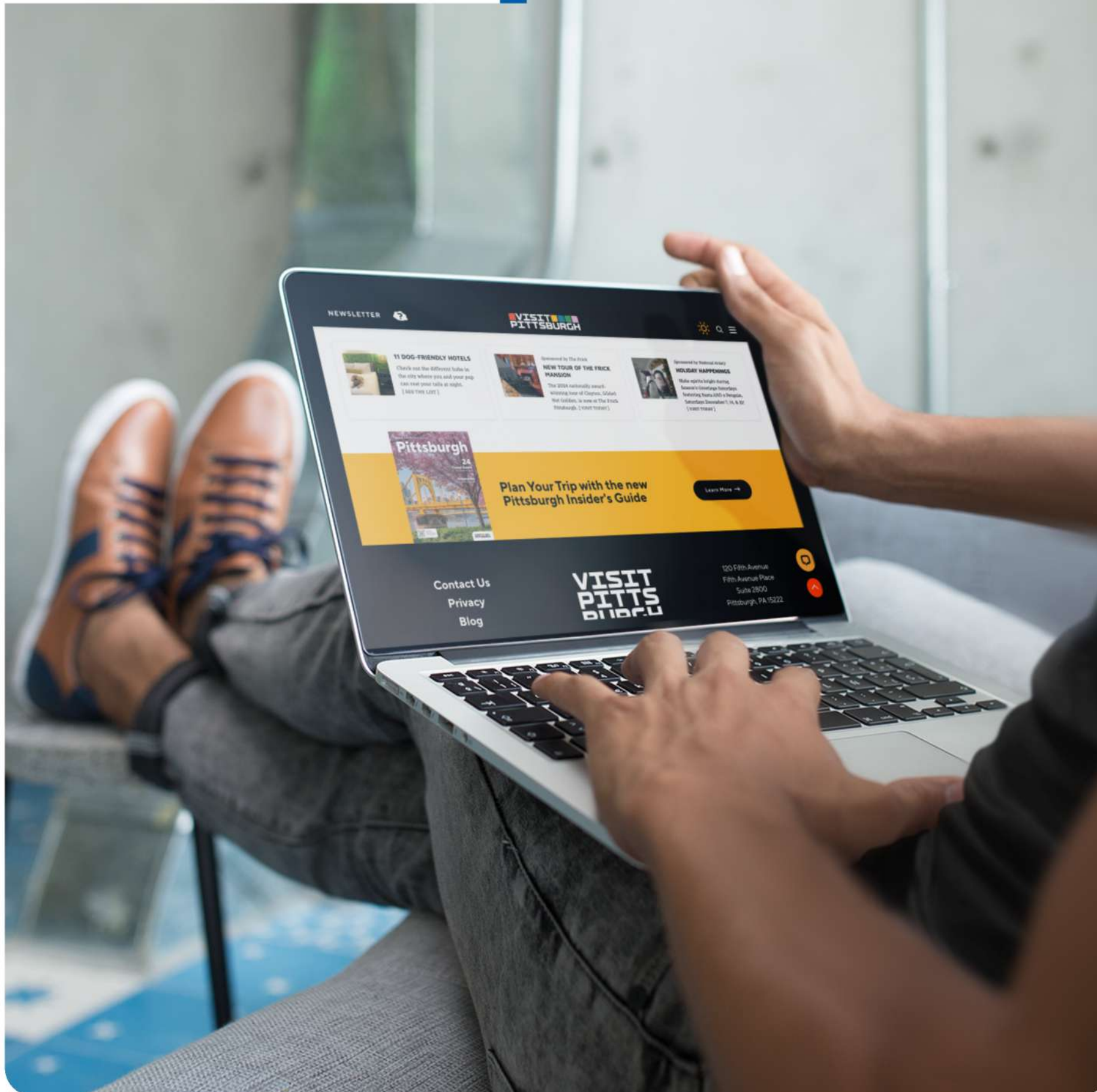
Call-to-Action

****Character count includes spaces*

THINGS TO DO - FEATURED CONTENT



RUN-OF-SITE FEATURED BLOCK



FEATURED BLOCK

- Looking for huge exposure? This placement is our best option for coverage across the site
- **Featured Blocks** are run-of-site placements that are showcased above the footer of the page
- Partners rotate evenly around the three spots available through this placement

640 X 640

Image Specs

25 CHARACTERS

Headline/Title

125 CHARACTERS

Body Copy

20 CHARACTERS

Call-to-Action

****Character count includes spaces*



AVAILABLE PACKAGES

	SPOTLIGHT	FOCUS	IMPACT	A LA CARTE
Monthly Costs	\$150.00	\$300.00	\$500.00	Custom
Annual Impressions	60,000 - 90,000	120,000 - 180,000	200,000 - 300,000	Custom
Target CPM	\$25.00	\$25.00	\$25.00	\$25.00
Target CPC	\$1.00 - \$2.00	\$1.00 - \$2.00	\$1.00 - \$2.00	\$1.00 - \$2.00
Content Creation	Complimentary	Complimentary	Complimentary	Complimentary
Content Updates	Unlimited	Unlimited	Unlimited	Unlimited
Ongoing Optimization	Included	Included	Included	Included
Performance Monitoring	Included	Included	Included	Included
Reporting	Quarterly	Quarterly	Monthly	TBD

TOP “A LA CARTE” OPTIONS

***Monthly Rates

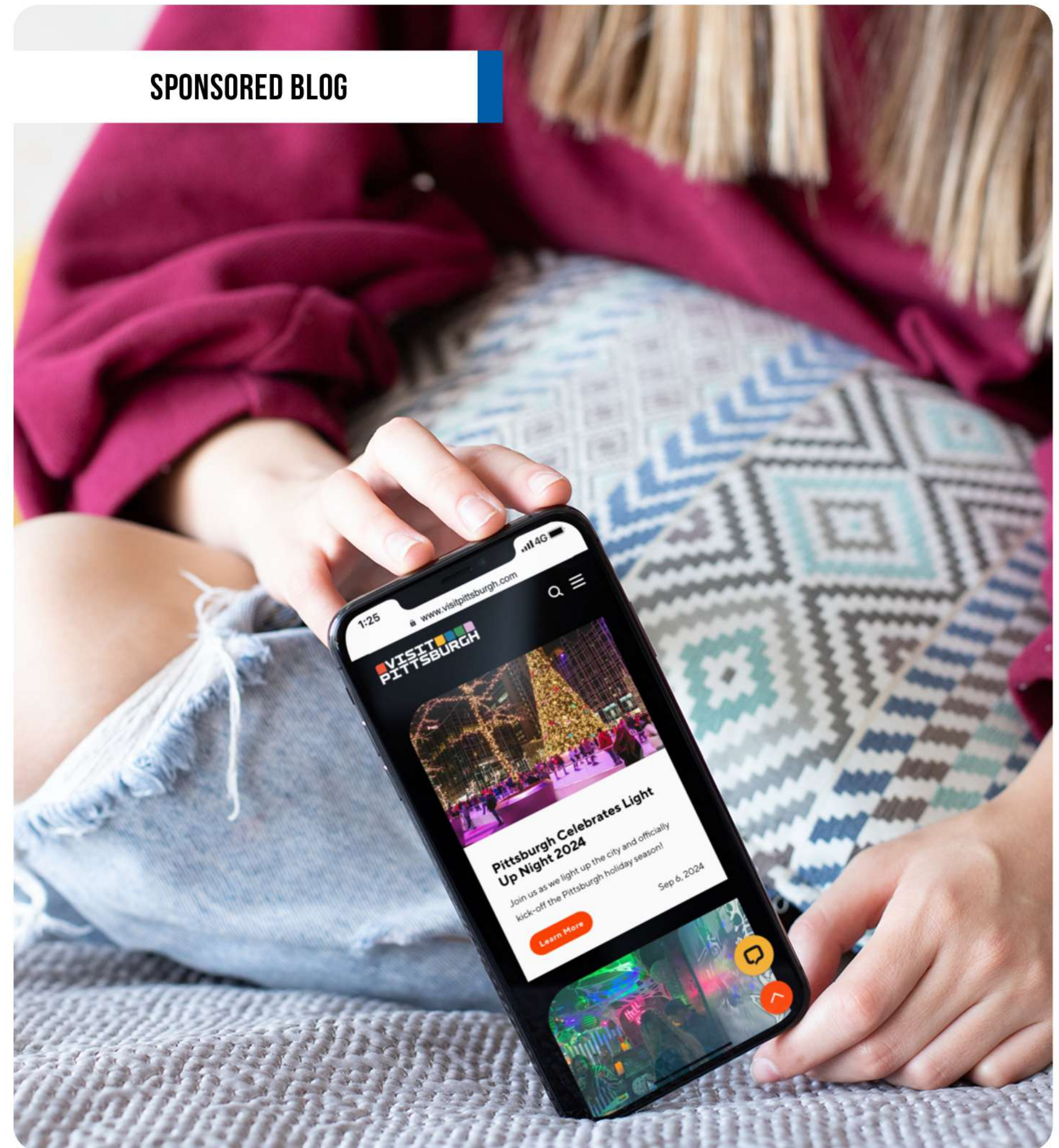
	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
--	------------------	------------------	----------------

Run of Site	-	-	\$170.00
Run of Blog	-	\$120.00	-
Homepage	\$240.00	\$180.00	-
Things To Do	\$315.00	\$265.00	-
Museums	\$65.00	\$55.00	-
Family Fun	\$185.00	\$150.00	-
Events	\$280.00	\$225.00	-
Hotels & Resorts	\$60.00	\$50.00	-
Restaurants & Culinary	\$150.00	\$120.00	-

SPONSORED BLOG

- A **Sponsored Blog** is a professionally written article tailored towards your business, service, or offerings in an evergreen format
- It lives in the blog section of **VisitPittsburgh.com** for 1, 3, 6 or 12 month periods of time and is promoted using Featured Partner and Featured Content placements
- This collaboration between our team and yours, allows us to research topics, create content, and initiate ongoing optimization to ensure high performance
- Our team conducts in-depth keyword research to ensure your Sponsored Blog targets high-performing search terms, maximizing visibility & engagement
- You also have the option of doing a round up, which is a blog article featuring multiple businesses

SPONSORED BLOG



SPONSORED BLOG OPTIONS

	1-MONTH	3-MONTH	6-MONTH	12-MONTH
Monthly Costs	\$450.00	\$350.00	\$300.00	\$200.00
Word Count	At Least 500	At Least 500	At Least 500	At Least 800
Links	At Least 3	At Least 5	At Least 5	At Least 10
Images	At Least 3	At Least 3	At Least 3	At Least 5
Content Creation	Included	Included	Included	Included
Content Updates	Unlimited	Unlimited	Unlimited	Unlimited
Ongoing Optimization	Included	Included	Included	Included
Blog Promotion	Included (x2)	Included (x2)	Included (x2)	Included (x2)
Keyword Research	Included	Included	Included	Included

VISIT PITTSBURGH

VISIT PITTSBURGH | DESTINATION SIGNALS

THANK YOU!

Destination Signals supports Visit Pittsburgh with community activation — connecting local businesses with motivated travelers and locals.



destination
signals