

# VisitPITTSBURGH.com and VisitPITTSBURGH.com/MeetPITTSBURGH

# WEB SPECS

## RUN OF SITE:

### Details

- Placement on 75 - 80% of the website
- Sold by impression
- Ad unit will deliver to 98% of total web impressions
- Ad position is averaging 150,000 impressions per month
- Ad unit is on mobile and Sports websites and Meet landing page.

### Specs

- 300 x 225 pixel image
- 40 character title (including spaces)
- 160 character description (including spaces)

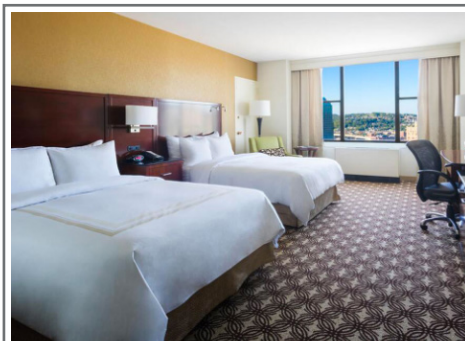
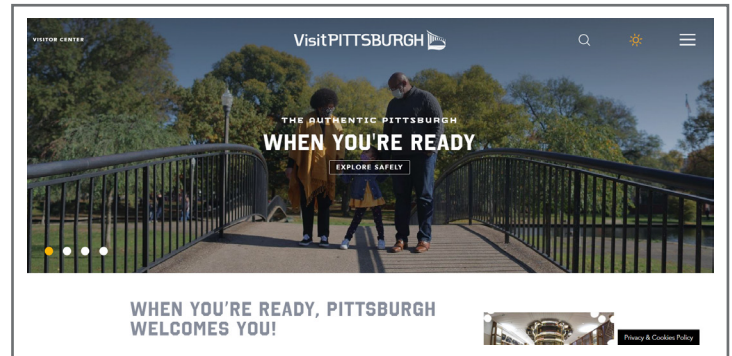
### Pricing

\$500 per month/

\$4800 full year

### Non-Partner:

\$1,000 per month



### Classic Style In The Heart of Pittsburgh

The award-winning Pittsburgh Marriott City Center features spacious, intuitively designed rooms with moveable desks, marble bathrooms & high-speed internet.

## MINI RUN OF SITE:

### Details

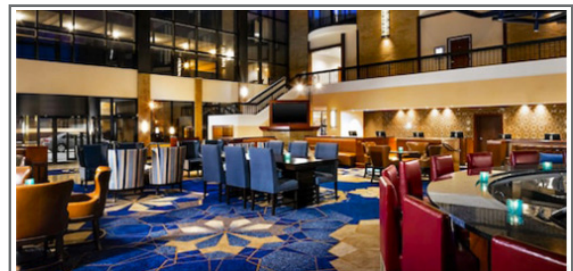
- Placement on 65% of the website
- Sold monthly
- Ad unit will deliver to 80% of total web impressions
- Ad position is averaging 123,000 impressions per month
- Ad unit is on mobile and Sports websites and Meet landing page.

### Specs

- 300 x 125 pixel image
- 40-character title (including spaces)
- 100-character description (including spaces)

### Pricing

- \$300 per month/\$3,000 per year
- Non-Partner: \$600 per month



### Sheraton Pittsburgh Hotels Station Square

Spacious rooms, thoughtful amenities and a superb riverfront location with panoramic city views.

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# WEB SPECS

## NATIVE BLOCK AD:

### Details

- Placement on content pages
- Ad unit will deliver to 32% of total web impressions
- Ad position is averaging 50,000 impressions per month

### Specs

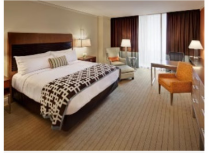

- 800 x 539 (primary)
- 345 x 259 (secondary)
- 240 character description (including spaces)
- 25 character button text (including spaces)

### Pricing

\$500 per month/\$4,800 per year

**Non-Partner:** \$1,000 per month

Luxury Hotel in the Heart of Pittsburgh



Stay at the center of it all at the Fairmont Pittsburgh. Experience breathtaking views in the heart of Pittsburgh's business, cultural & dining hubs. Walk to many of Pittsburgh's top attractions, then relax in award-winning luxury.

[DETAILS](#) →

## NATIVE CARD AD:

### Details

[VisitPITTSBURGH.com](http://VisitPITTSBURGH.com)

- Placement on Content Page/Parent Pages in a section
- Ad can randomly appear as part of Related Pages widget
- Ad unit averages 45,000 impressions per month
- Ad unit will deliver to 29% of total web impressions

[VisitPITTSBURGH.com/MeetPITTSBURGH](http://VisitPITTSBURGH.com/MeetPITTSBURGH)

- Placement on Content Page/Parent Pages in a section
- Ad can randomly appear as part of Related Pages widget
- Ad unit averages 1,000 impressions per month
- Ad unit will deliver to 74% of total web impressions

### Specs

- 600 x 800 pixel image
- 30-character title (including spaces)
- 140-character description (including spaces)

### Pricing

- VisitPITTSBURGH pricing: \$400 per month/\$4,200 per year
- **Non-Partner:** \$800 per month
- MeetPITTSBURGH pricing: \$200 per month/\$1,800 per year
- **Non-Partner:** \$400 per month



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# WEB SPECS

## FEATURED LISTINGS:

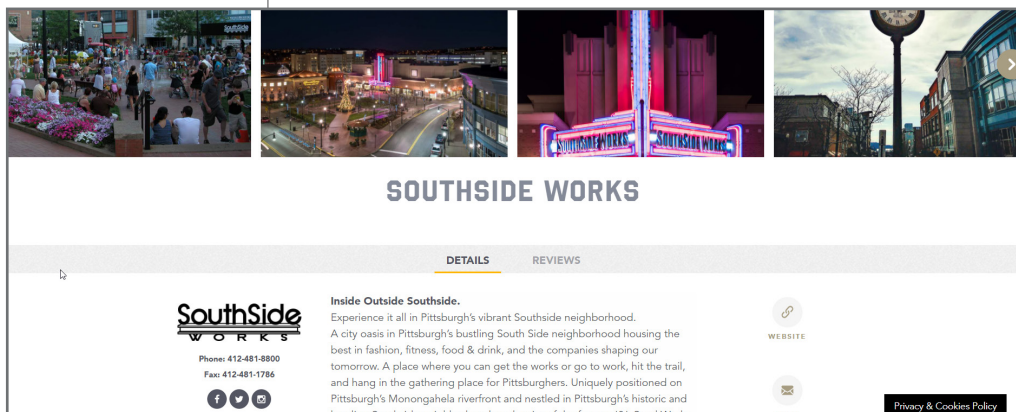
### Details

- Color cover treatment, including a photo and logo
- Name, address, phone and website hyperlink
- 200 words of copy
- Up to 10 photos
- Video placement
- Social media links
- Features rotate to the top of listing page

### Pricing

\$1,000 annually

Non-Partner: \$2,000



## SPOTLIGHT ADS:

### Details

[VisitPITTSBURGH.com](http://VisitPITTSBURGH.com)

Sections available for placement:

- Things to Do
- Events & Festivals
- Hotels & Resorts
- Restaurants & Culinary
- Weddings & Reunions

Ads also will run in the following sections:

- Homepage
- About Pittsburgh
- Plan Your Trip
- Neighborhoods

### Specs

- 300 x 150 pixel image
- 35-character title (including spaces)
- 125-character text (including spaces)

### Pricing

\$250 per month

Non-Partner: \$500 per month

[VisitPITTSBURGH.com/MeetPITTSBURGH](http://VisitPITTSBURGH.com/MeetPITTSBURGH)

Section available for placement:

- Meetings & Events

### Specs

- 300 x 150 pixel image
- 35-character title (including spaces)
- 125-character text (including spaces)

### Pricing

\$150 per month

Non-Partner: \$300 per month



### We're All Neighbors

Take a break and read about some good news in Pittsburgh. We hope it brings a smile and inspires you to be a good neighbor.

[LEARN MORE](#)

