

# VisitPITTSBURGH Featured Blog

VisitPITTSBURGH will create a sponsored content blog post on behalf of partners who opt in to this co-op opportunity. Sponsored content will be posted to the #LovePGH blog on [visitpittsburgh.com](https://visitpittsburgh.com).

All sponsored content opportunities will need to have a visitor-focus and be written in the VisitPITTSBURGH voice and tone to seamlessly align with other content. Sponsored content will continue to live on the website in perpetuity. A minimum of one month lead time is required to create and publish the post. VisitPITTSBURGH will have final approval on all content posted.

Once opted in to the sponsored content co-op opportunity, VisitPITTSBURGH will contact the partner to discuss possible the angle of the post. Upon agreement of content direction, VisitPITTSBURGH will gather necessary information from the partner organization to create the sponsored placement. The partner will receive a draft for approval before being posted on [visitpittsburgh.com](https://visitpittsburgh.com).

Final posted sponsored featured blog on VisitPITTSBURGH.com will incorporate photos, video integration (if provided a link by the partner organization) and a user-generated content gallery if applicable.

VisitPITTSBURGH agrees to spend advertising dollars in appropriate platforms, for example native ads and/or social platforms, to drive qualified traffic to the blog.

VisitPITTSBURGH retains all rights and ownership to this content, and it cannot be reproduced on other websites. However, partners are certainly encouraged to share the blog link on various platforms.

## **Per Blog Cost:** \$2,500

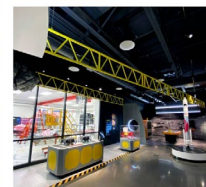
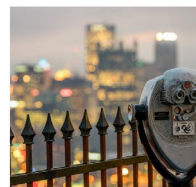
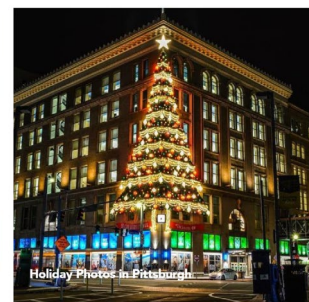
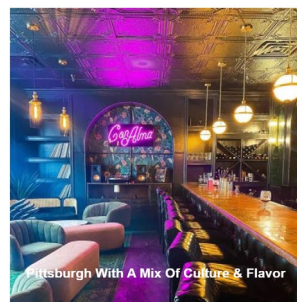
- Outside Promotion
- Onsite Blog Feature for one month

**Amount Available:** 12 per calendar year

**Featured blog position on VisitPITTSBURGH.com homepage will remain for the duration of the designated month.**



## RECENT BLOGS



For additional information or to purchase a blog contact your partnership representative:

Derek Dawson: 412-325-0290 | [derek.dawson@visitpittsburgh.com](mailto:derek.dawson@visitpittsburgh.com)

Colleen Smith: 412-325-0298 | [colleen.smith@visitpittsburgh.com](mailto:colleen.smith@visitpittsburgh.com)

Gina Clark: 412-325-0272 | [gina.clark@visitpittsburgh.com](mailto:gina.clark@visitpittsburgh.com)