

VisitPITTSBURGH PARTNER

INSTAGRAM TAKEOVER GUIDELINES

VisitPITTSBURGH partners are now offered the opportunity to “take over” our Instagram account for a day. With more than 65k followers, the @visitpittsburgh audience is an actively engaged group.

- 1 Instagram Reel Post on one mutually agreed upon date
- 5-15 Instagram stories on the same mutually agreed upon date

Partner will send all collateral to VisitPITTSBURGH for review two weeks prior to the scheduled takeover. Once content is approved, VisitPITTSBURGH will schedule posts and stories throughout the agreed upon date. It is strongly encouraged that the featured partner interact as themselves on the posts and engage with users.

One week after the takeover, VisitPITTSBURGH will provide a report with analytics and screen captures to the featured partner.

Instagram Takeover Price: \$500

#LovePGH™



@visitpittsburgh

AUDIENCE INSIGHTS

TOP 5 COUNTRIES:

United States
Canada
Brazil
United Kingdom
Mexico

TOP 5 CITIES:

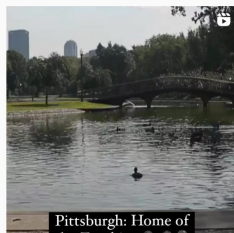
Pittsburgh
New York
Philadelphia
Erie
Greensburg

FOLLOWERS BY GENDER:

66% Female
33% Male

FOLLOWERS BY AGE:

Ages 25-34 = 32.7%
Ages 35-44 = 28.4%
Ages 45-54 = 17.9%



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