

PRINT SPECS

OFFICIAL VISITORS MAP - FOLDED

This map is an ideal and cost-effective advertising option for attractions, restaurants, retailers and service providers. This two sided, folded map features Downtown on side one and Oakland/East on side two.

52,000 PRINTED AND DISTRIBUTED EVERY 18 MONTHS

In addition to distribution at VisitPITTSBURGH Welcome Centers, our maps remain a highly requested piece by:

- Hotels
- Surrounding Area Welcome Centers
- Leisure Travelers
- Event Planners for Business Events and Conference Attendees
- Pittsburgh Corporations and Businesses
- Universities
- Wedding and Reunion Groups
- Group Travel Planners

AD SIZE SPECS (w x h) RATE

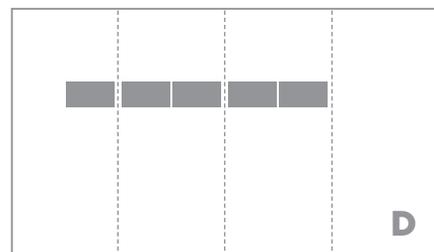
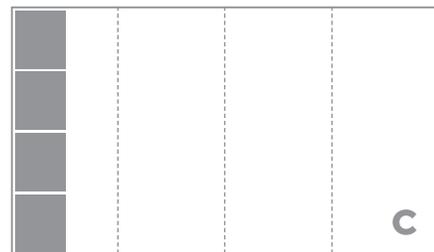
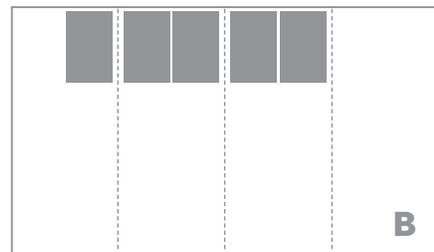
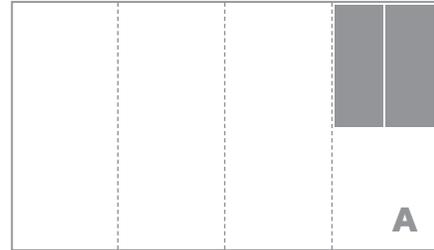
Back Cover Premium	3.5" x 8.4"	\$2,750
A: Full Panel	3.5" x 8.4"	\$2,200
B: 2/3 Panel	3.5" x 4.8"	\$1,650
C: Half Panel	3.5" x 4"	\$1,100
D: Business Card	Photo or logo + 50 words of copy	\$550

SCHEDULE

Space Reservation	Jan. 30, 2026
Ad Submissions	Feb. 15, 2026
Printed	March 2026

ELECTRONIC SUBMISSION

- Ads must be submitted as a PDF file, in CMYK (no spot color), high-resolution and have all fonts embedded. Ad location within the publication cannot be guaranteed.
- Email artwork to your Partnership representative: colleen.smith@visitpittsburgh.com or gina.clark@visitpittsburgh.com



ADVERTISING INQUIRIES:

Colleen Smith | 412-325-0298
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VISIT  **PITTSBURGH**