

PRINT SPECS

OFFICIAL VISITORS GUIDE

The Official Visitors Guide is VisitPITTSBURGH's flagship print publication designed to attract leisure travelers and convention attendees to the region. This innovative, magazine helps inspire visitation to the region by painting a well-rounded picture of Pittsburgh to potential visitors by highlighting accommodations, attractions, restaurants, nightlife, retailers, events and more.

DISTRIBUTION: 70,000 PRINTED ANNUALLY WITH AN ESTIMATED 50,000+ VIEWED VIRTUALLY ON VISITPITTSBURGH.COM

- Mailed, by request, to inquiries through VisitPITTSBURGH and VisitPITTSBURGH.com
- Select Pennsylvania state welcome centers
- Select Pennsylvania AAA centers
- Select Ohio AAA centers
- Downloaded and viewed on VisitPITTSBURGH.com
- Business and Sports event attendance builders
- Local businesses, universities, corporation, retailers and relocation/real estate companies as requested

SCHEDULE

| | |
|-------------------|--------|
| Space Reservation | Dec. 2 |
| Ad Materials Due | Dec. 9 |
| Distribution | Feb. 6 |



| AD SIZE SPECS (w x h) RATE | | | Non-Partner Rate |
|-----------------------------------|-----------------|----------|------------------|
| A: Full Page (premium placement)* | 8.5" X 10.875" | \$13,800 | \$27,600 |
| B: Full Page** | 8.5" X 10.875" | \$10,200 | \$20,400 |
| C: 1/2 Page—Horizontal | 7.25" X 4.8819" | \$6,200 | \$12,400 |
| D: 1/2 Page—Vertical | 3.5" X 10" | \$6,200 | \$12,400 |
| E: 1/4 Page—Horizontal | 7.25" X 2.3125" | \$4,500 | \$9,000 |
| F: 1/8 Page—Horizontal | 3.5" X 2.3155" | \$1,000 | \$2,000 |

Featured Listing (\$500)

Hi-Res image (1.894" x 1.0731") and 30 words of text in Listing Section with special color treatment

*Back Cover, Inside Front Cover, Inside Back Cover based on availability

**Full Page Bleed: .125" on all four sides

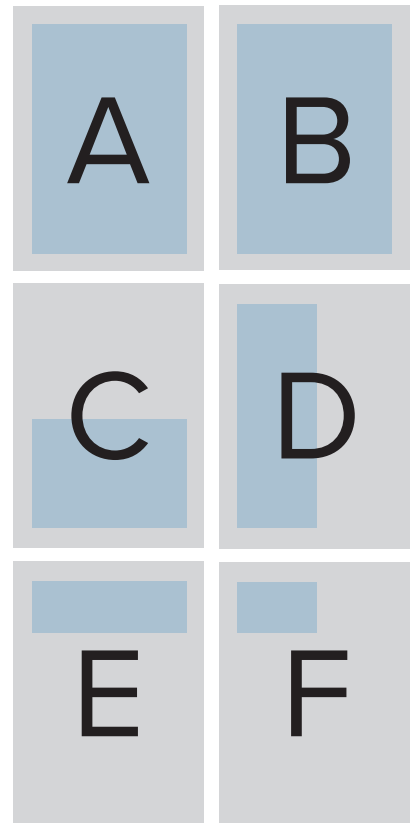
**Full Page Safety Margins: .75" left and right sides, .375" top, .5" bottom

Bleeds must be on all four sides. Allow .375" text safe area along inside gutter.

ADVERTISING INQUIRIES:

Derek Dawson | 412-325-0290 | derek.dawson@visitpittsburgh.com
Colleen Smith | 412-325-0298 | colleen.smith@visitpittsburgh.com
Gina Clark | 412-325-0272 | gina.clark@visitpittsburgh.com

MARKETING KIT



ELECTRONIC SUBMISSION:

- Ads must be submitted as a PDF file, in CMYK (no spot color), high-resolution and have all fonts embedded
- Email to colleen.smith@visitpittsburgh.com