

# PRINT SPECS

# SEE & DO GUIDE

VisitPITTSBURGH's *See & Do Guide* is a must-have guide for visitors who are in Pittsburgh, ready to experience all that the city has to offer. Featuring all the hottest tickets and must-sees, *See & Do* showcases attractions, festivals, seasonal events, shopping, dining and nightlife to leisure visitors and conventioners. Even locals pick up *See & Do* to be in the know about what's upcoming in and around the 'Burgh.

**See & Do is printed triannually and hosted at VisitPITTSBURGH.com.**  
**Distribution: 100,000**

Printed copies are distributed at the following locations:

- Select Greater Pittsburgh hotels
- Select Pennsylvania rest areas and turnpike plazas
- Select Pennsylvania AAA locations
- Select Ohio AAA locations
- WELCOME PITTSBURGH Information Center and Gift Center at the David L. Lawrence Convention Center
- Satellite VisitPITTSBURGH Welcome Centers
- Convention registrations
- Additional Pittsburgh locations
- Advertiser locations



Schedule	Summer	Fall/Winter	Winter/Spring
Space Reservation	March 1	July 1	Nov. 1
Ad Materials Due	March 15	July 15	Nov. 15
Distribution	May-Aug.	Sept.-Dec.	Jan.-April

AD SIZE SPECS (w x h) RATE			Non-Partner Rate
A: Full Page (Premium Placement)*	3.875" x 8.5"	\$3,500	\$7,000
A: Full Page	3.875" x 8.5"	\$3,000	\$6,000
B: 1/2 Page - Vertical	3.875" x 4.25"	\$1,700	\$3,400
C: 1/3 Page - Horizontal	3.875" x 2.8333"	\$1,200	\$2,400

\*Please allow .375 text safe area on all sides

## D: Featured Listing (\$500)

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

## 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](mailto:colleen.smith@visitpittsburgh.com)

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## MARKETING KIT

