### IMAGINE THE POSSIBILITIES

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<th>01</th>
<th>02</th>
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<tbody>
<tr>
<td><strong>teQ</strong> magazine</td>
<td><strong>MADEinPA</strong></td>
<td><strong>TECHvibe</strong></td>
<td><strong>chronicle</strong></td>
<td><strong>DIGITAL MARKETING</strong></td>
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<tr>
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<td>circulation 20,000</td>
<td>10,000 listeners weekly</td>
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**01 teQ magazine**

In its third decade, TEQ magazine is the definitive resource for and about technology and emerging growth companies from across southwestern Pennsylvania. The magazine helps a new breed of leaders work smarter and more effectively while empowering innovators to challenge convention and build the future of business in our region.

**02 MADEinPA**

In print and electronic format, *Made in PA* profiles leading-edge companies and personalities, success stories, trends and best practices across this fast growing industry segment.

**03 TECHvibe**

The PTC brings the new voice of technology and entrepreneurship to Pittsburgh’s most popular AM news talk channel, KDKA 1020. With 50,000 watts of broadcast power, TechVibe Radio reaches all southwestern Pennsylvania and beyond, profiling the region’s top tech companies, executives, entrepreneurs and business experts every Friday at 7pm.

**04 chronicle**

Every fall, the PTC publishes a listing of its entire membership along with a review of its members’ key accomplishments, headlines, awards and more. The PTC also publishes Pittsburgh’s only technology map, featuring key players in the region’s tech community.

**05 DIGITAL MARKETING**

The PTC leveraged its website, social media, e-mail and radio channels into a single powerful platform to advertise your brand and message to top decision makers and influencers. Add in the PTC’s Career Connector (www.pghcareerconnector.com) to extend your reach deep into the region’s tech industry.

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PITTSBURGH TECHNOLOGY COUNCIL SPONSORSHIP OPPORTUNITIES
PITTSBURGH TECHNOLOGY COUNCIL SPONSORSHIP OPPORTUNITIES

The definitive resource for and about technology and emerging companies from southwestern PA.

Charts the evolution of business with a unique view of creative individuals, companies and community leaders.

Empowers innovators to challenge convention and build the future of business in our region.

CONTENT MARKETING

TEQ can build a custom content marketing plan based your business expertise. Legal, Accounting, Managed Services, Marketing and other verticals are available to provide thought leadership issue after issue. Vertical exclusivity is available. Please inquire for more information on this limited opportunity.

ADVERTISING POSITIONS

PREMIUM POSITIONS

*ALL RATES ARE NET

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DISPLAY ADVERTISING

*INCLUDES FULL COLOR

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<td>7X</td>
<td>$2300</td>
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<td>$1000</td>
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CONTACT:
CAROLYN CANDEBAT 412-918-4244 | ccandebat@pghtech.org
MC McKe 412-721-8491 | mmckee@pghtech.org

THE definitive RESOURCE in southwestern PA for technology

Issue Calendar Date | Ad Close Date
--- | ---
DEC | Tech 50 Post Event Coverage (Robotics Cover) | 11/11/16
JAN | Winter 2017 (University Research) | 01/05/17
MAR | Spring 2017 (Cybersecurity/CIO) | 02/21/17
MAY | State of the Industry 2017 | 04/07/17
JULY | Summer 2017 (Energy) | 06/08/17
SEPT | Tech 50 Preview 2017 | 08/08/17
OCT | Tech 50 Issue 2017 | 08/28/17

CONTENT MARKETING

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MC McKe 412-721-8491 | mmckee@pghtech.org
The first news magazine to exclusively cover the growing manufacturing and related industries in PA.

Made In PA profiles leading-edge companies, personalities, success stories, trends and best practices across this fast growing industry segment.

Available in print and online.

**Issue Calendar 2016-17**

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<td>November</td>
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<td>10/22/16</td>
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<tr>
<td>January</td>
<td>WINTER 2017</td>
<td>01/04/17</td>
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<tr>
<td>April</td>
<td>SPRING 2017</td>
<td>04/08/17</td>
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<tr>
<td>August</td>
<td>SUMMER 2017</td>
<td>08/01/17</td>
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</table>

**CONTENT MARKETING**

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**PREMIUM POSITIONS**

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<tr>
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MC Mc Kee 412-721-8491 | mmckee@pghtech.org

PITTSBURGH TECHNOLOGY COUNCIL SPONSORSHIP OPPORTUNITIES
TechVibe Radio is breaking out of the studio and heading to a neighborhood near you in 2017. The TechVibe Neighborhood Tour (TNT) will explore on location how Pittsburgh’s neighborhoods are creating a vibrant technology sector. TNT will talk to the people behind our top tech companies and dive into the issues, opportunities and trends driving our technology neighborhoods. Inquire about custom sponsorship opportunities in 2017! It’s dynamite!

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Inquire about custom sponsorship opportunities in 2017! It’s dynamite!

**THE new VOICE of technology and ENTREPRENEURSHIP across PA.**

TNT: TechVibe Neighborhood Tour

TechVibe Radio profiles the region’s top tech companies, executives, entrepreneurs and business experts. Boasts a podcast library of more than 1,200 interviews. Broadcast every Friday at 7 PM.

Broadcasts on Pittsburgh’s most popular AM news talk channel, KDKA 1020.

TechVibe Radio reaches all of southwestern PA and the East Coast.

TechVibe profiles the region’s top tech companies, executives, entrepreneurs and business experts.

Boasts a podcast library of more than 1,200 interviews.

Broadcast every Friday at 7 PM.

**TECHVIBE DEMOGRAPHICS**

- **LISTENERS**
  - Median Age: 52
  - Male

- **INCOME**
  - More than 75K

- **EDUCATION**
  - College Education

**SPONSORSHIP OPPORTUNITIES**

- **1.** 30-SECOND ADS.
- **2.** MULTIPLE GUEST APPEARANCES ON AIR.
- **3.** SPONSOR RECOGNITION AND WEBSITE MENTIONS ON SHOW SEGMENTS.
- **4.** EDITORIAL CONTRIBUTIONS TO TEQ/MADE IN PA MAGAZINES.
- **5.** BRANDING ON ALL TECHVIBE RADIO MARKETING, INCLUDING TEQ/MADE IN PA MAGAZINES, PTC E-MAIL MARKETING, AND pghtech.org.

*ALL RATES ARE NET*

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PITTSBURGH TECHNOLOGY COUNCIL SPONSORSHIP OPPORTUNITIES
PTC membership roll call published every Fall.

A listing of PTC’s entire membership along with a review of its members’ key accomplishments, headlines, awards and more.

Resource guide for financing and accessing PTC services/products.

**MEMBER DIRECTORY**
- **KEY ACCOMPLISHMENTS**
- **HEADLINES**
- **AWARDS**
- **MORE**

**ADVERTISING POSITIONS**

**PREMIUM POSITIONS**

*ALL RATES ARE NET*

- **DOUBLE TRUCK HALF**
  - $2500
- **INSIDE FRONT COVER**
  - $3000
- **OUTSIDE BACK COVER**
  - $3500

**RUN OF PRESS**

- **FULL PAGE**
  - $2000
- **HALF PAGE**
  - $1500
- **QUARTER PAGE**
  - $1250

CIRCULATION 9,000

**CONTACT:**
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MC McKee 412-721-8491 | mmckee@pghtech.org
PTC’s TechMap features key players in the region’s tech community.

A great way to secure long-term visibility for your company.

9,000 maps are sent to PTC members and industry stakeholders.

Contact:
CAROLYN CANDEBAT 412-918-4244 | ccandebat@pghtech.org
MC McKee 412-721-8491 | mmckee@pghtech.org

ADVERTISING OPTIONS

MAP SPONSOR
*ALL RATES ARE NET

**SUPPORTING SPONSOR
**Enhanced Logo in the Map’s Supporting Sponsor Bar with 1/2-page ad in the Membership Chronicle.

$7500
$2000

*BACK SIDE of TECH MAP
*Ad on the back side of the Tech Map; Logo in the Map’s Main Sponsor Bar with 1/2-page ad in the Membership Chronicle.
All PTC publications are available to readers on any device and reaches readers all around the world.

The Pittsburgh Technology Council leveraged its website, social media, email and radio channels into a single powerful platform to advertise your brand and message.

Reach new customers, partners and connections through PTC’s multiple-faceted visibility platforms.

No other media source combines the power of the web, social media, and radio to reach the region’s tech community with a true cross channel solution.

**INTERACTIVE: PGHTECH.ORG | SOCIAL MEDIA | TECHVIBE RADIO | E-MAIL**

**MARQUEE: 2 OPPS**
- 250 X 250 PX AD: Ad featured on pghtech.org homepage with hotlink.
- 250 X 250 PX AD: Ad featured on Event Registration Page.
- 250 X 250 PX AD: Ad featured on up to 5 internal pghtech.org pages.
- WEEKLY 15 SECOND ON AIR MENTION: Call out on TechVibe Radio.
- WEEKLY TECHVIBE RADIO E-MAIL: Recognition with hotlink.
- WEEKLY EVENTS BULLETIN E-MAIL: Recognition with hotlink.
- WEEKLY “FOLLOW FRIDAY”: Call out on TechVibe Radio.

**MONTHLY IMPRESSIONS: 430,000**
**INVESTMENT:**
- $750 PER MONTH: 3 MONTH MINIMUM

**PRIME TIME: 4 OPPS**
- 250 X 250 PX AD: Ad featured on up to 5 internal pghtech.org pages.
- WEEKLY EVENTS BULLETIN E-MAIL: Recognition with hotlink.
- WEEKLY “FOLLOW FRIDAY”: Call out on Twitter/Facebook.

**MONTHLY IMPRESSIONS: 266,000**
**INVESTMENT:**
- $500 PER MONTH: 3 MONTH MINIMUM

**CONTACT:**
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PITTSBURGH TECHNOLOGY COUNCIL SPONSORSHIP OPPORTUNITIES
The Pittsburgh Technology Council’s Career Connector (www.pghcareerconnector.com) is the region’s largest technology-specific job board.

- Get your open job positions in front of more than 37,000 visitors per month.
- Opportunities include banner ads, featured jobs and featured employer profiles to stand out in the hiring crowd.

**TAP INTO PITTSBURGH’S TECH TALENT SECTOR**

**HOMEPAGE BANNER AD**: Top center of every CAREER CONNECTOR page with hotlink. (800X150 px)

**FEATURED JOBS LISTING**: Your featured job displayed on homepage and main search page with highlight/icon in all relevant search results.

**FEATURED EMPLOYER PAGE**: Customized pages with subpages, sidebar list of open positions, featured employer homepage and job search advertising. Placement: Logo on homepage with link to featured site; Job search results advertising served in rotation on every page other than homepage (468X60 px); Featured Employer page header advertising (900X115 px)

**CAREER CONNECTOR EMAIL**: Monthly correspondence to 25,000 + contacts detailing upcoming events, featured employers, featured jobs and thoughtleadership.

**WEEKLY “FOLLOW FRIDAY”**: Call out on Twitter/Facebook.

**MONTHLY IMPRESSIONS**: 252,000

**INVESTMENT**:
- **$1000 PER MONTH**: 3 MONTH MINIMUM
- **$750 PER MONTH**: 3 MONTH MINIMUM

**CONTACT**:
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PITTSBURGH TECHNOLOGY COUNCIL SPONSORSHIP OPPORTUNITIES
THE council DELIVERS...

1,200 MEMBER COMPANIES

TECHvibe 10,000 WEEKLY LISTENERS

- OPINION LEADERS
- BUSINESS INFLUENCERS
- AFFLUENT TECH-SAVVY CONSUMERS

35,000 READERS PER ISSUE OF teQ

50,000 MONTHLY VISITORS OF pghtech.org & pghcareerconnector

41% FEMALE

45 MEDIAN AGE

59% MALE

$175,000

70%

32%

60%

AFFLUENCE

INFLUENCE

THE C SUITE

DECISION MAKERS

MEDIAN HHI

LEAD DECISION MAKERS

TEQ READERS ARE C LEVEL

HAVE PURCHASING POWER OF INFLUENCE FOR THEIR COMPANY

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