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.

Made in PA is the first newsmagazine to exclusively cover the growing advanced manufacturing and related industries in Pennsylvania. 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.

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.

Every fall, the Pittsburgh Technology Council publishes its Tech Record poster as the region’s only graphic representation of the technology industry by major clusters. The region’s tech companies have become our rock stars.

The PTC leveraged its website, social media, TechVibe Radio and Career Connector into a single powerful platform to advertise your brand and message to top decision makers and influencers.
PTC Reader Vitals:

- 50% of readers keep an issue for more than 7 months.
- 6% of readers visit advertisers’ Web sites.
- 40% of readers refer an ad/article to someone else.
- 89% of readers find the publication valuable or very valuable.

Average reader spends 34 minutes with TEQ.

*According to Readex
Reaching more than 30,000 readers, TEQ is southwestern Pennsylvania’s only newsmagazine to exclusively cover its technology industry. TEQ profiles the region’s most innovative companies and talent while exploring the latest industry trends and issues. As a paid publication through membership, TEQ provides exclusive exposure to the region’s tech community.

TEQ is also be available in an interactive version compatible with popular handheld devices, including iPads, iPhones and Droids!

### Issue Calendar Date

<table>
<thead>
<tr>
<th>Issue Calendar Date</th>
<th>Ad Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1SEPT Education</td>
<td>8/1/18</td>
</tr>
<tr>
<td>#2OCT Tech 50</td>
<td>9/25/18</td>
</tr>
<tr>
<td>#3JAN Health Care Tech</td>
<td>1/7/19</td>
</tr>
<tr>
<td>#4APR CIO of Year/ Technology Showcase</td>
<td>2/25/19</td>
</tr>
<tr>
<td>#5MAY State of the Industry</td>
<td>4/15/19</td>
</tr>
<tr>
<td>#6JULY Energy/Marcellus Update</td>
<td>6/3/19</td>
</tr>
<tr>
<td>#7SEPT Real Estate</td>
<td>8/15/19</td>
</tr>
</tbody>
</table>

### CONTACT:

MC McKee 412-721-8491 | mmckee@pghtech.org

### ADVERTISING POSITIONS

#### PREMIUM POSITIONS

*ALL RATES ARE NET*

<table>
<thead>
<tr>
<th>Position</th>
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<tr>
<td>Inside Front Cover</td>
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<td>Outside Back Cover</td>
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<tr>
<td>Inside Back Cover</td>
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<table>
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<th>Rate</th>
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<th>OPEN 3X</th>
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<tr>
<td>$2700</td>
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<tr>
<td>$1400</td>
<td>$1100</td>
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#### DISPLAY ADVERTISING

*INCLUDES FULL COLOR*

<table>
<thead>
<tr>
<th>Format</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$4500</td>
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<tr>
<td>Half Page</td>
<td>$2700</td>
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<tr>
<td>Quarter Page</td>
<td>$1400</td>
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</table>

**FULL PAGE [bleed] – 9.25” W x 12.25” H**

**FULL PAGE [final trim] – 9” W x 12” H**

**HALF PAGE – 8” W x 5” H**

**QUARTER PAGE – 3.875” W x 5” H**

### 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.
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. Made in PA is also be available in a robust interactive version compatible with popular handheld devices, including iPads, iPhones and Droids!

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**ADVERTISING POSITIONS**

**PREMIUM POSITIONS**

*All rates are net*

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

**RUN OF PRESS**

*All rates are net*

- **FULL PAGE** $2000
- **HALF PAGE** $1500
- **QUARTER PAGE** $1000

**Issue Calendar 2019**

<table>
<thead>
<tr>
<th>Season</th>
<th>Destination</th>
<th>Ad Due Date</th>
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<tbody>
<tr>
<td>Winter 2019</td>
<td>Destination East</td>
<td>12/01/18</td>
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<tr>
<td>Spring 2019</td>
<td>Destination South</td>
<td>02/15/19</td>
</tr>
<tr>
<td>Summer 2019</td>
<td>Destination West</td>
<td>05/01/19</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>Destination North</td>
<td>08/14/19</td>
</tr>
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</table>

CONTACT:

MC McKee 412-721-8491 | mmckee@pghtech.org
TechVibe Radio is breaking out of the studio and heading to a neighborhood near you in 2018.

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 2018! It’s dynamite!

**TechVibe Demographics**

- **65%** LISTENERS
- **30%** INCOME
- **52%** EDUCATION

- MEDIAN AGE: 52 MALE
- MORE THAN 75K
- COLLEGE EDUCATION

**Sponsorship Opportunities**

1. **30-Second Ads**
2. **15-Second Ads**
3. **Multiple Guest Appearances on Air**
4. **Sponsor Recognition and Website Mentions on Show Segments**
5. **Editorial Contributions to TEQ/MADE IN PA Magazines**
6. **Branding on All TechVibe Radio Marketing, Including TEQ/MADE IN PA Magazines, PTC E-Mail Marketing, and pghtech.org.**

**Contact:**
MC McKee 412-721-8491 | mmckee@pghtech.org
Tech Record

We Can Help Your Company Succeed

Only 20 opportunities are available to stand out on Pittsburgh's tech ecosystem. Have your logo ride on a high note with your web site url and tagline for all to see!

Price: $350
Spec: 2” x .5” .eps

INDUSTRY CLUSTER SPONSORSHIP

Make the scene in the middle of your industry cluster with a logo, web site url and tagline. Price: $2,500
Spec: 3” x 1.5” .eps

TECH HITS

Only 20 opportunities are available to stand out on Pittsburgh's tech ecosystem. Have your logo ride on a high note with your web site url and tagline for all to see!

Price: $350
Spec: 2” x .5” .eps

SUPPORTING ARTISTS

For professional services firms looking to connect with tech, step up to the mic and sing with your corporate ID.
Price: $500
Spec: 1.5” x .5” .eps

ROCK’RS AND ROLL’RS

Not sure which track you spin and want to make an impact? Be a Rock’r or a Roll’r and get discovered.
Price: $500
Spec: 1.5” x .5” .eps

The Pittsburgh Tech Record poster is the region’s only graphic representation of our fast-growing industry. Stand out on this 24X36 poster with a premium logo position or industry sponsorship. This show is selling out fast!

Price: $2,500
Spec: 3” x 1.5” .eps

POSTER SIZE! 24” X 36”!!

SPIN UP PITTSBURGH’S TECH RECORD!

Pittsburgh's one and only Tech Map has gone through a Rock 'n Roll transformation hitting a new chord with the region's tech groove! Sent to 7,000 techie, entrepreneur and business leaders with more than 450 logos grouped by industry cluster, The Pittsburgh Tech Record poster is the region's only graphic representation of our fast-growing industry. Stand out on this 24X36 poster with a premium logo position or industry sponsorship. This show is selling out fast!

Price: $2,500
Spec: 3” x 1.5” .eps

Make your presence someplace unexpected!
Price: $500
Spec: 1.5” x 1.5” .eps

Pittsburgh’s Tech Groove 2018

MC McKee | Phone: 412.721.8491 | Email: mmckee@pghtech.org
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 | E-MAIL

Social Media Boost
Extend Your Reach: Add Three @pghtech tweets and 1 Facebook post per week for an additional $100 per month.

PRIME TIME: 2 OPPS
250 X 250 PX AD: Ad featured on pghtech.org homepage with hotlink.
250 X 250 PX AD: Ad featured on PTC Member Directory Search 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.
MONTHLY IMPRESSIONS: 70,000
INVESTMENT: $750 PER MONTH: 3 MONTH MINIMUM

ENGAGEMENT: 4 OPPS
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.
MONTHLY IMPRESSIONS: 50,000
INVESTMENT: $500 PER MONTH: 3 MONTH MINIMUM

CONTACT: MC McKee 412-721-8491 | mmckee@pghtech.org