



# Pittsburgh Technology Council Media Kit

## CONNECT WITH PITTSBURGH TECH

The Pittsburgh Technology Council's Media Channels connect your business to top decision makers within the fast-growing technology industry. Whether it is traditional print, radio, podcasts or digital, The Pittsburgh Technology Council connects with an engaged audience.

### teQ MAGAZINE

In its third decade, TEQ magazine is the definitive resource for and about technology and emerging growth companies from across southwestern Pennsylvania.

*30,000 readership*

### onRAMP

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

*20,000 readership*

### Tech Record

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.

*7,000 recipients*

### TECHvibe)))

TechVibe Radio reaches all southwestern Pennsylvania and beyond, profiling the region's top tech companies, executives, entrepreneurs and business experts every Sundays at 6am on 100.1 FM/KDKA AM 1020

*5,500~ weekly listeners*

### TECHvibe))) Podcast

The PTC brings the new voice of technology and entrepreneurship to Pittsburgh by showcasing the companies in our area as industry experts and making podcasting easy for your business.

### Digital Marketing

The PTC leveraged its website, TechVibe Radio and Newsletter into a single powerful platform to advertise your brand and message to top decision makers and influencers.

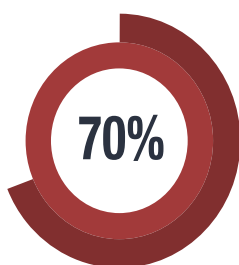


Pittsburgh  
**Technology**  
Council

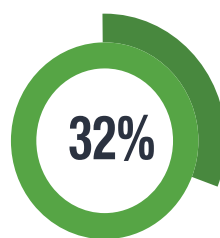
## Delivering Results



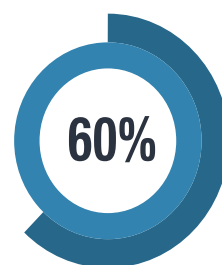
**AFFLUENCE**  
MEDIAN HHI



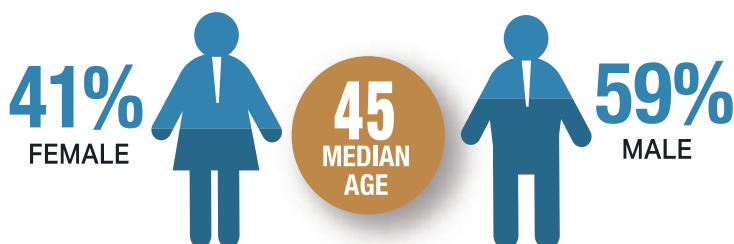
**INFLUENCE**  
LEAD DECISION  
MAKERS



**THE C SUITE**  
TEQ READERS  
ARE C LEVEL



**DECISION MAKERS**  
HAVE PURCHASING  
POWER OF INFLUENCE



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

## PTC Readership Vitals\*

- 50% of readers keep an issue for more than 7 months.
- 60% 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



## Pittsburgh Technology Council



Reaching more than 30,000 readers for a quarter of a century, 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 available on PGHTech.org and can be accessed on mobile devices.

### CONTENT PARTNERS

TEQ can build a custom content marketing plan based on 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.

#### Issue Calendar Date

#### Ad Due Date

ATHENA

09/15/2021

Tech 50

11/15/2021

IT (Big Data)

01/15/2022

CIO of the Year

03/15/2022

Cyber Security (Cyburgh)

05/15/2022

EV/Green Tech

07/15/2022

State of the Industry

08/15/2022

## Advertising Positions

### Premium Positions



**Inside  
Front cover**

**Outside  
Back Cover**

**Inside  
Back Cover**

Open  
7X

\$4,800  
\$3,300

\$5,000  
\$3,800

\$4,300  
\$3,000

Open  
3X  
7X

\$4,200  
\$3,000  
\$2,300

**Full Page**

**Half Page**

**Quarter Page**

\* All rates are net  
\* Includes full color  
\* Guarantee placement options

\$4,200  
\$3,000  
\$2,300

\$2,700  
\$2,100  
\$1,600

\$1,400  
\$1,100  
\$1,000

**Full: 9"W x 12"H**

**Half: 8"W x 5"H**

**Quarter: 3.875"W x 5"H**

CONTACT: Ashley Steckel 412-918-4281 | [asteckel@pghtech.org](mailto:asteckel@pghtech.org)



## CONTENT PARTNERS

On RAMP 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.



On RAMP (Robotics, Additive, Manufacturing, Pittsburgh) magazine is published four times per year by the Pittsburgh Technology Council and Catalyst Connection covering Industry 4.0 in southwestern Pennsylvania and associated trends and developments. On RAMP is also be available on-line at PGHTech.org and can be viewed on mobile devices.

### Issue Calendar Date

### Ad Due Date

Winter

11/15/2021

Spring

02/15/2022

Summer

05/15/2022

Fall

08/15/2022

## Advertising Positions

### Premium Positions



**Inside  
Front cover**

\$3,000



**Outside  
Back Cover**

\$3,500



**Inside  
Back Cover**

\$2,500

### Regular Positions



**Full Page**

\$2,000



**Half Page**

\$1,500



**Quarter Page**

\$1,000

\* All rates are net  
\* Includes full color  
\* Guarantee placement options

**Full:** 9"W x 12"H

**Half:** 8"W x 5"H

**Quarter:** 3.875"W x 5"H

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## DRIVE UP PITTSBURGH'S TECH MAP!

Your organization is an integral part of Pittsburgh's technology ecosystem providing solutions and products that companies need to grow, connect and innovate.

This year, the annual Tech Map poster is traveling the bridges and through the tunnels! Upgrade your logo placement on this 24"x36" poster today to show your support and stand out!

Sent to 7,000 techies, entrepreneurs and business leaders with more than 450 company logos grouped by industry cluster, The Pittsburgh Tech Map poster is the region's only graphic representation of our industry. The 2021 poster will be distributed in September.

Drive up to the on ramp and beep your horn out loud as a lead player in Pittsburgh's tech industry. Inquire about the remaining sponsorship and logo placement opportunities today! We have opportunities to fit all budgets, but space must be reserved by August 10, 2022.

**Stand out on this massive 24X36 poster with an industry cluster sponsorship.**

## Sponsorship Positioning

### Industry Cluster

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**

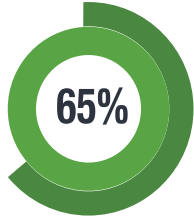
### Premium Theme Placement

Make your presence somplace unexpected! Showcase a larger, more prominent logo in a creative location.

**Price: \$500**

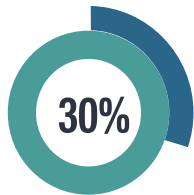
**Spec: 1.5" x 1.5" .eps**





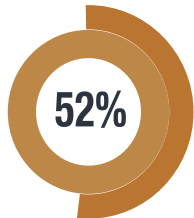
#### LISTENERS

MEDIAN AGE: 52  
MALE



#### INCOME

MORE THAN 75K



#### EDUCATION

COLLEGE EDUCATION



Huntington Studio

# TECHvibe

Tune in. Geek Out. 100.1 FM/AM 1020 KDKA

- Broadcasts on 100.1 FM/KDKA AM 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 1,300
- Broadcasts every Sunday at 6 A.M. and then turns into a downloadable podcast

## Custom Sponsorship Packages

1	2	3	4	5
30-SECOND ADS 15-SECOND ADS	MULTIPLE GUEST APPEARANCES ON AIR	SPONSOR RECOGNITION AND WEBSITE MENTIONS ON SHOW SEGMENTS	EDITORIAL CONTRIBUTIONS TO TEQ/MADE IN PA MAGAZINE	BRANDING ON ALL PTC MEDIA CHANNELS AND PGHTECH.ORG



## Download. Geek Out.

- Partner with the PTC to create a podcast that will engage your customers
- The PTC makes podcasting easy by helping produce and co-host your show, while showcasing you as the industry expert.
- All podcasts are promoted through email and social to built in listeners. As well the option to hold cross promotional ads in our publications.
- Industry exclusivity is available and unique RSS feeds to direct your listeners to your segments.

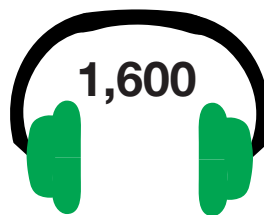


### Content Partners

TechVibe Radio Podcast is recorded in the Huntington Bank Studio located in the PTC office. TechVibe can hold a unique podcast to focus on the industry topic you want to cover. With 6 and 12 month custom options available, you are able to customize how much time you would like to dedicate to promoting your recording. Available to listen on Libsyn.com, iTunes, GooglePlay, Spotify, iHeart Radio, RadioPublic.com, Radio.com, Stitcher, and Deezer.



150 to 200  
downloads per  
episode



1,600 episodes  
already avail-  
able



3,000~ monthly  
downloads



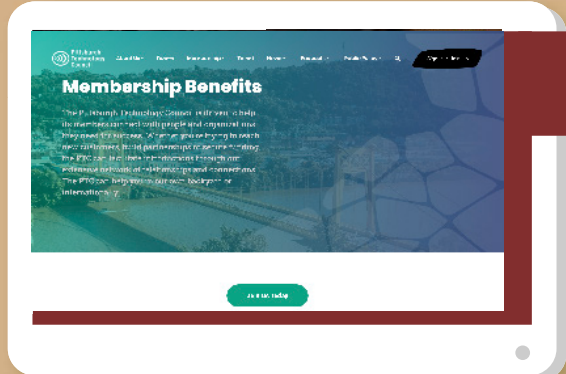
9 platforms  
housing the  
podcast

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# Pittsburgh Technology Council

Digital  
Marketing



## 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, email marketing, and radio to reach the region's tech community with a true cross channel solution.

## Branding Opportunity

### Radio

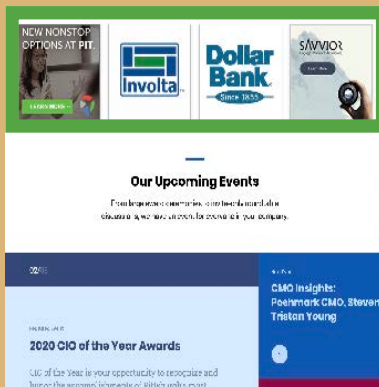


Weekly 15 second on air mention on TechVibe Radio at intro segment

Sponsor recognition/  
hot link in weekly promo  
e-mail

Sponsor recognition with  
website mention on show  
bumper. 4x per show

### Website

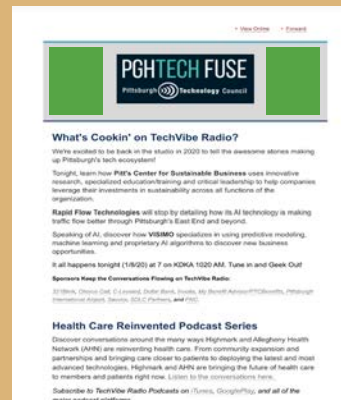


250 x 250 pixel ad on  
PGHTech.org

### Package & Save

Packaging options available  
Contact us for pricing

### E-mail



250 x 250 pixel ad on  
PTC newsletter