



# Pittsburgh Technology Council

## 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 Wednesday at 7pm on KDKA 1020 AM.

*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.

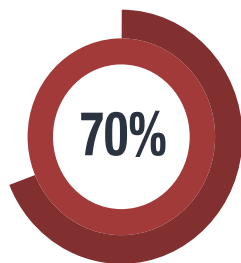


Pittsburgh  
**Technology**  
Council

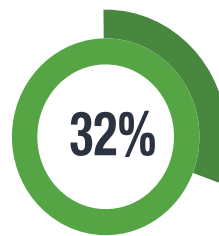
## Delivering Results



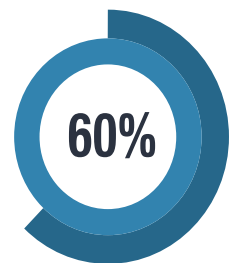
**AFFLUENCE**  
MEDIAN HHI



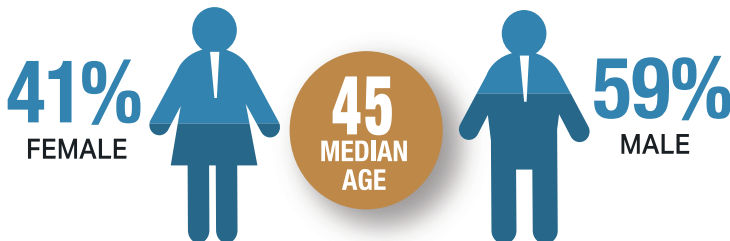
**INFLUENCE**  
LEAD DECISION  
MAKERS



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



**DECISION MAKERS**  
HAVE PURCHASING  
POWER OF INFLUENCE



## 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



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 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
Tech 50	10/01
2020 Preview	12/15
5G	3/07
CIO of the Year	4/07
Athena	6/07
Workforce	7/07
State of the Industry Report	8/15

## Advertising Positions

### Premium Positions

### Regular Positions

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



	Inside Front cover	Outside Back Cover	Inside Back Cover
Open	\$4,800	\$5,000	\$4,300
7X	\$3,300	\$3,800	\$3,000

	Full Page	Half Page	Quarter Page
Open	\$4,200	\$2,700	\$1,400
3X	\$3,000	\$2,100	\$1,100
7X	\$2,300	\$1,600	\$1,000

Full: 9"W x 12"H

Half: 8"W x 5"H

Quarter: 3.875"H x 5"H

CONTACT: Ashley Steckel 412-918-4281 | asteckel@pghtech.org



# Pittsburgh Technology Council



## 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
2020 Preview	12/15
Neighborhood 91	4/01
Robotics	5/01
Digital Bridge	7/15

## Advertising Positions

### Premium Positions



**Inside Front cover**  
\$3,000

**Outside Back Cover**  
\$3,500

**Inside Back Cover**  
\$2,500

### Regular Positions

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



**Full Page**  
\$2,000

**Half Page**  
\$1,500

**Quarter Page**  
\$1,000

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

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

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

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## 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 techies, entrepreneurs 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. The 2019 poster will be distributed in September.

**Stand out on this massive 24X36 poster with an industry sponsorship. This show is selling out**

## 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**

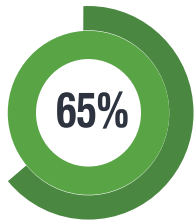
### Tech Hits

Only 20 opps are available to stand out on PGH's tech ecosystem. Have your logo, website url and tagline! **Price: \$350**  
**Spec: 2" x .5" .eps**



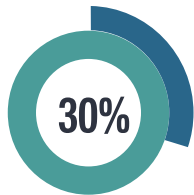


**Pittsburgh  
Technology  
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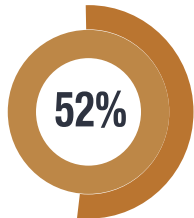
**LISTENERS**

**MEDIAN AGE:52  
MALE**



**INCOME**

**MORE THAN 75K**



**EDUCATION**

**COLLEGE EDUCATION**



**Huntington Studio**

**TECHvibe'''**

**Tune in. Geek out. KDKA 1020 AM**

- Broadcasts on Pittsburgh's most popular AM news channel, Newsradio KDKA 1020 A.M.
- 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 Wednesday at 7 P.M. and then turns into a downloadable podcast





**Custom Sponsorship Packages**

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

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

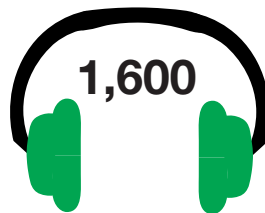


## Content Partners

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



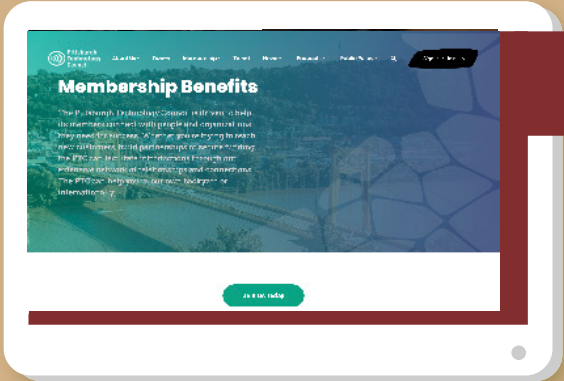
9 platforms  
housing the  
podcast

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# Pittsburgh Technology Council

Digital Marketing



## PGH Tech.org

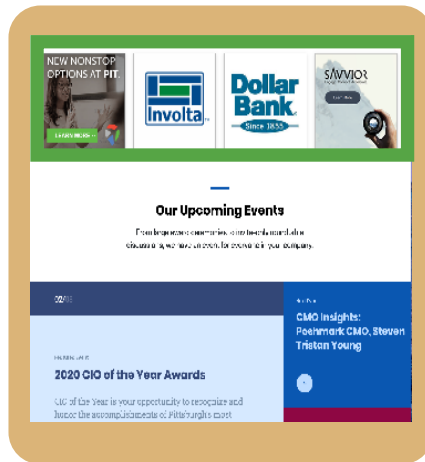
Reach new customers, partners and connections through PTC's multiple-faceted visibility platforms. No other media source combines the power of the web, email marketing, and radio to reach the region's tech community with a true cross channel solution.

## Branding Opportunity

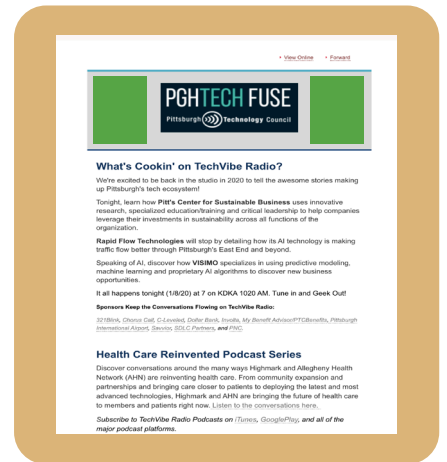
### Radio



### Website



### E-mail



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

250 x 250 pixel ad on PGH Tech.org

250 x 250 pixel ad on PTC newsletter

### Package & Save

Packaging options available  
Contact us for pricing