



Pittsburgh Technology Council

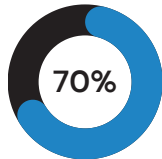
2024 Media Kit



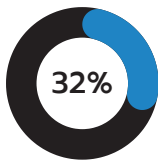
Pittsburgh Technology Council



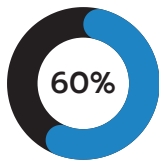
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Median HH



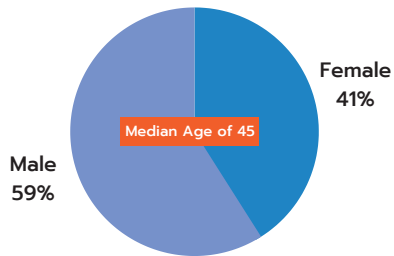
Influence
Lead decision makers



C Suite
C-Level TEQ readers



Decision Makers
Have purchasing power of influence



- Opinion Leaders
- Business Influencers
- Affluent Tech-Savvy Consumers

Delivering Results!

PTC Readership Vitals (according to Readex):

- **50%** of readers keep an issue for more than 7 months.
- **60%** of readers visit advertisers' websites.
- **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*.

ADVERTISING POSITIONS

Premium

POSITION	OPEN	4X
Inside Front Cover	\$4,800	\$3,300
Outside Back Cover	\$5,000	\$3,800
Inside Back Cover	\$4,300	\$3,000

Regular

POSITION	OPEN	2X	4X
Full Page (9" W x 12" H)	\$4,200	\$3,000	\$2,300
Half Page (8" W x 5" H)	\$2,700	\$2,100	\$1,600
Quarter Page (3.875" W x 5" H)	\$1,400	\$1,100	\$1,000

ALL RATES ARE NET | INCLUDES FULL COLOR | GUARANTEED PLACEMENT OPTIONS



**Pittsburgh
Technology
Council**



The definitive resource for and about tech and emerging growth companies from across southwestern Pennsylvania.

Reaching more than 20,000 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. *TEQ* provides exclusive exposure to the region’s tech community. *TEQ* is also available on PGHTech.org and articles are posted as blogs posts, too!

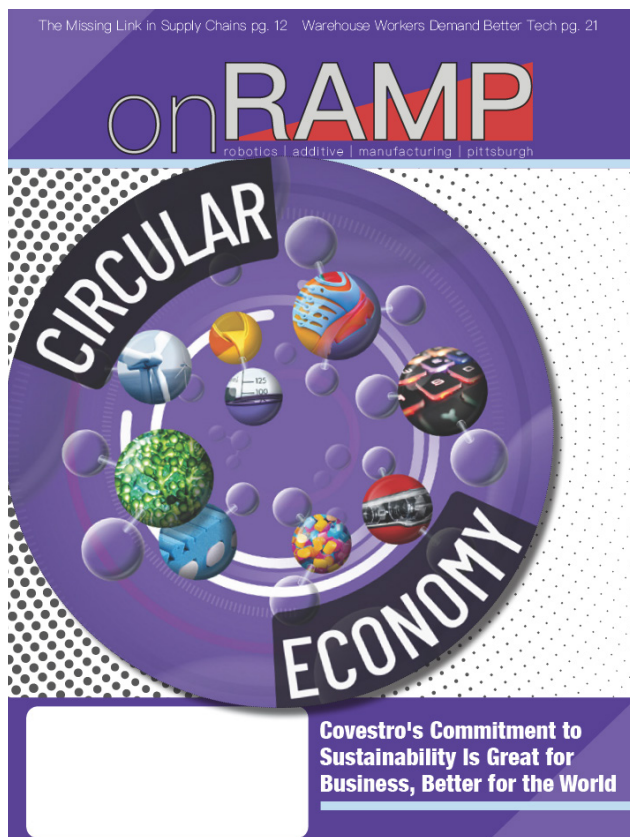
ISSUE CALENDAR

For more information, contact **Ashley Steckel** at asteckel@pghtech.org.

Issue Theme	Issue Date
Tech 50/ATHENA	December 2023
STEM/Big Data	April 2024
CIO of the Year	July 2024
State of the Industry	October 2024



**Pittsburgh
Technology
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Profiles leading-edge companies and personalities, success stories, trends and best practices across this fast growing industry segment.

OnRAMP

(Robotics | Additive | Manufacturing | Pittsburgh)
is published twice a year by the Pittsburgh Technology Council as a deep dive on an Industry 4.0 vertical. It focuses heavily on trends and topics in southwestern Pennsylvania. *OnRAMP* is also available online at PGHTech.org and articles are posted as blogs posts, too!

ISSUE CALENDAR

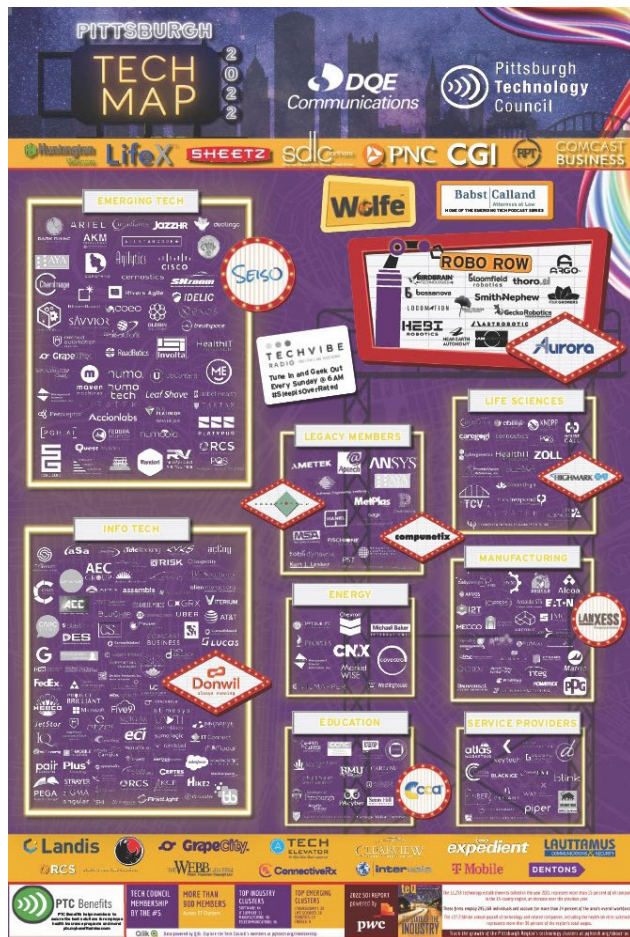
For more information, contact Ashley Steckel at asteckel@pghtech.org.

Issue Theme	Issue Date
Digital Transformation	April 2024
Digital Health Care	August 2023



**Pittsburgh
Technology
Council**

TECH MAP



Show your industry pride on the Pittsburgh Tech Map!

Your organization is an integral part of Pittsburgh's technology community providing solutions and products that companies need to grow, connect and innovate. Sent to 3,500 techies, entrepreneurs and business leaders with more than 450 company logos grouped by industry cluster, the **Pittsburgh Tech Map** is the region's only graphic representation of our industry. The 2024 poster will be distributed in September.

Upgrade your logo placement on this 24"x36" poster to show your support and stand out!

SPONSORSHIP OPTIONS

For more information, contact Ashley Steckel at asteckel@pghtech.org.

Industry Cluster

Make the scene in the middle of your industry cluster with a logo and tagline.

Custom Placement to fit any budget

Premium Theme Placement

Make your presences someplace unexpected! Showcase a larger, more prominent logo in a creative location.



**Pittsburgh
Technology
Council**



Create a podcast that will engage your customers.

We make 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 media to our built-in listener base. Industry exclusivity and unique RSS feeds are available. You also have the option to run cross-promotional ads in our publications.

Our podcasts are recorded in the **Huntington Bank Studio** located in our offices. Episodes can also be recorded via Zoom. We can host 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.

Episodes are available to listen on Libsyn, iTunes, GooglePlay, Spotify, iHeart Radio, RadioPublic.com, Radio.com, Stitcher, and Deezer. Contact **Ashley Steckel** at asteckel@pgh.org for more information.

10k



Interviews

~10,000 interviews in the past 15 years.

200



Episode Downloads

Episodes receive an average of 150-200 downloads.

3k



Monthly Downloads

~3,000 downloads every month.

1.6k



Episodes

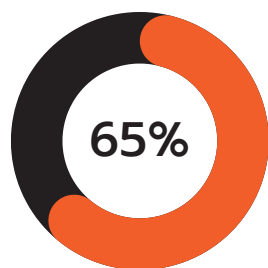
Over 1,600 episodes are available for listening.

9



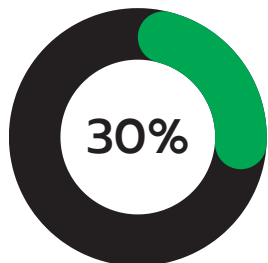
Platforms

9 platforms currently house the podcast.



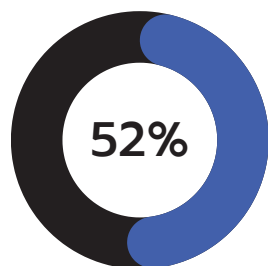
Listeners

~65% of listeners are males with a median age of 52.



Income

30% of listeners earn more than \$75k.



Education

52% of listeners have a college education.

Take over the airwaves with our custom radio packages.

For over 15 years, **TechVibe Radio** has been the Pittsburgh region's only technology-focused radio show, telling the story of our region's tech companies and the women and men running them.

Every tech company has a story, and TechVibe hosts Audrey Russo and Jonathan Kersting tell it in a fun, conversational format for everyone to appreciate.

TechVibe Radio reaches across southwestern Pennsylvania and the East Coast every Sunday at 6 AM on **100.1 FM | AM 1020 KDKA** and then turns into a downloadable podcast.

CUSTOM SPONSORSHIP PACKAGES CAN INCLUDE:

- 15- and 30-second ads
- Multiple on-air guest appearances
- Recognition and website mentions on show segments
- Editorial contributions to *TEQ*
- Branding on all media channels and PGHTech.org



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Council**

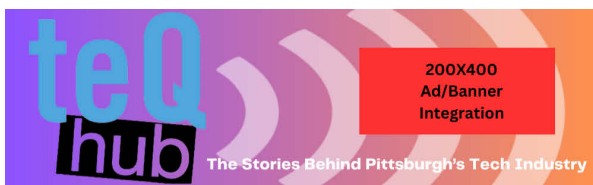
TEQ Hub -- Monthly Online Editions

Launch your brand/story across TEQ Hub and reach more than 19,000 recipients with each edition.

We have integrated packages to fit any budget and marketing need. Each package is unique! We customize and configure your experience to need, audience, frequency and more. Solutions are endless. Build Your custom engagement solution today!

Contact Ashley Steckel | asteckel@pghtech.org

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TEQ Education Roundtable: When it comes to preparing our workforce for today and future careers, the Community College of Allegheny County is a top resource for students and lifelong learners to acquire new skillsets in a flexible, cost-effective manner.

Dr. Quintin Bullock, CCAC President and Dr. Stephen Wells, CCAC Interim Chief Academic Officer joined the TEQ Magazine Education Focus Roundtable to focus on how CCAC is building for the future (this is not yesterday's community college).



AI for Good: Artificial intelligence (AI) has been rapidly growing and advancing in recent years and has already started to impact health care, including the treatment of substance use disorders (SUDs). While there are trends in AI that are currently shaping the health care industry, Behavior's Ellie Gordon focuses on two in relation to substance use disorder treatment: machine learning and predictive analytics.

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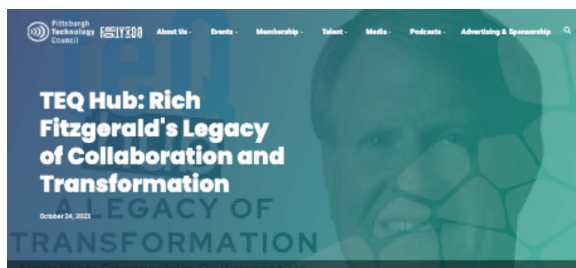
Member News: Optimus Technologies, a diesel engine decarbonization company focused on the largest and most challenging sectors of the transportation industry, announced that DC Water (District of Columbia Water Authority) recently took delivery of their first off-the-assembly-line Optimus Technologies/B100 powered vehicle and the first ever Optimus Technologies/B100 powered air and water vacuum excavation truck.



Podcast Pick: Pennsylvania Department of Community and Economic Development (DCED) Secretary Rick Siger spoke to a standing room only crowd at the Huntington Bank Breakfast Briefing last week to detail how the Commonwealth is committed to driving business, innovation and technology across the state and right here in the Pittsburgh region.

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Home Page



TEQ Hub Sponsors Make It Happen!



A Legacy of Transformation

After nearly 24 years serving Allegheny County as a Councilman and Executive, Rich Fitzgerald leaves behind a legacy of transformative accomplishments. Throughout his tenure, Fitzgerald has demonstrated unwavering dedication to the residents of Allegheny County, striving to improve the quality of life for all. With a focus on economic growth, public safety, and community development, Fitzgerald has successfully implemented initiatives that have left a lasting impact on the county and created a foundation for a growing tech and innovation ecosystem. [Learn more about Rich and his impact on our region.](#)



Putting the Science Behind Marketing

Incorporated in 1963, Management Science Associates (MSA) is an international leader in marketing, strategic analysis, decision-support analysis software and process/business automation systems. Its Founder and Chairman Dr. Alfred A. Kuehn and MSA are acknowledged leaders in Marketing Science, a discipline that expanded the role of quantitative analysis in business. [Get to know MSA right here.](#)



40 Stories Features Colin Huwyler of Optimus Technologies

Since Optimus Technologies' founding in 2010, fleets across the U.S. have reduced millions of pounds of CO2 from the atmosphere by using the company's advanced fuel system. This clean energy tech has roots going back to 2001, when then-college freshman (and now Optimus Founder and CEO) Colin Huwyler began experimenting with biofuels on his Volkswagen Jetta. The Tech Council's Jonathan Kersting recently spoke with Huwyler about his company's recent and exciting funding round and his aspirations for the future of transportation. [Start reading out here.](#)



Sponsors Make It Happen!



Companies to Watch: Aurora

In the race to bring autonomous vehicles to the masses, Pittsburgh-based company Aurora has emerged as a leader in self-driving technology. With a mission to make transportation safer, more reliable, and more accessible to everyone, Aurora is pushing the limits of what's possible with autonomous vehicles. Founded in 2017 by industry veterans Chris Umson, Sterling Anderson and Drew Baggett, Aurora has quickly garnered attention for its cutting-edge technology and strategic partnerships. The company is focused on developing a full-stack self-driving platform, which includes hardware, software and data services that can seamlessly integrate into cars, trucks and commercial fleets. [Get more here.](#)



Technology Champ

Bender Consulting Services, Inc. (Bender) presented its Technology Champion Award to Michael "Mick" Malec on October 16. Malec serves as Enterprise Technology and Operations Officer at Highmark Health, a longtime supporter of Bender's recruitment work, as well as a leading corporation that advocates for people with disabilities. Malec also serves as CEO of eGen, a subsidiary of Highmark Health since 2014, formerly known as HM Health Solutions. In his leadership role at eGen, Mr. Malec oversees efforts to provide health care plans to over 11 million members nationwide. [Get all of the details here.](#)



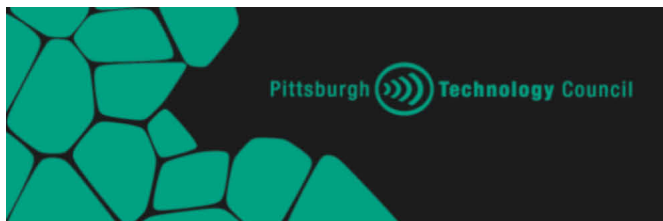
**Pittsburgh
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PghTech News -- Weekly E-Mail

Every week, the Pittsburgh Technology Council promotes its latest features and stories from TEQ and ON Ramp magazines, along with new podcasts/TechVibe broadcasts and member news to more than 9,000 subscribers. We have exclusive sponsorship opportunities to command a presence on Pittsburgh's top tech news resource.

Contact Ashley Steckel | asteckel@pghtech.org

ON-LINE



Pittsburgh Tech News & Podcasts!

Feedspot named TechVibeRadio/One Mic Stand the No. 3 Tech Podcast to Follow in 2023! Check out some of our latest conversations from across Pittsburgh's tech ecosystem:



Startup Stumbles: Rocco Cozza of Cozza Law Group is a business attorney who has been in the tech startup trenches. His decades of experience and passion to see Pittsburgh's tech startups succeed gives him a unique perspective on obvious and not-so-obvious situations that can stifle or even sink a startup. Rocco steps up to the One Mic Stand for a candid interview on what he often sees goes wrong.



Top Tech Tips: Whether it's a pizzeria in Sewickley, a law firm downtown or a salon in Dormont, Comcast Business has deep experience and advanced solutions to power businesses of all sizes. And with that experience comes the ability to identify common challenges small businesses face and how technology can help to improve productivity. Comcast's Angela Churchill steps up to the One Mic Stand to provide top tips on how

Automation, Going Mobile, Staying Connected and Implementing a Cybersecurity Plan can help small businesses thrive.



Digest This: Food21's Vince Mangini steps up to the One Mic Stand to detail a biodigester project it is piloting in Indiana County. The biodigester is turning dairy waste (manure) into profit while capturing methane for consumer use. Vince brought Lucca Sirugo of Gruppo EF Technologies to appear on the podcast with him to explain how the company built the digester and sees a bright future in building more of these across the country.

Member News: [GrapeCity Changes Name to MESCIUSI](#); [VERSES AI Surpasses 1,500 Customer Signups For Genius™ Intelligent Software Platform](#); [SoftWriters and SDS-Rx Partner to Streamline Pharmacy Delivery Management](#)

