



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 Saturdays at 8am on ESPN Pittsburgh 970.

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.

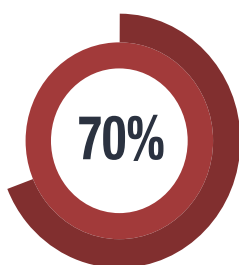


Pittsburgh
Technology
Council

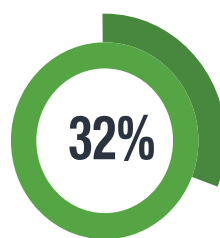
Delivering Results



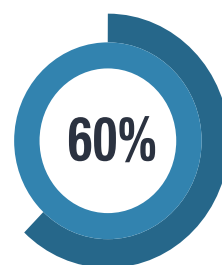
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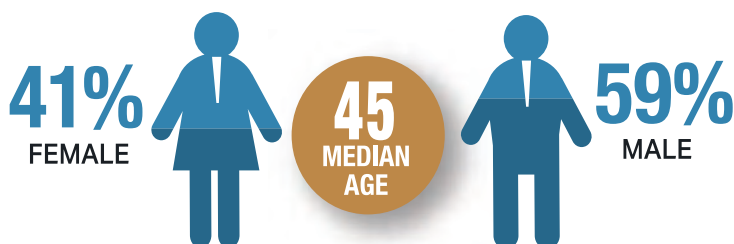
INFLUENCE
LEAD DECISION
MAKERS



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	09/15/2020
Tech 50	10/15/2020
Big Data	01/15/2021
CIO of the Year	03/15/2021
TBD	05/15/2020
State of the Industry Report	08/10/2020

Advertising Positions

Premium Positions



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

Full: 9"W x 12"H

Half: 8"W x 5"H

Regular Positions

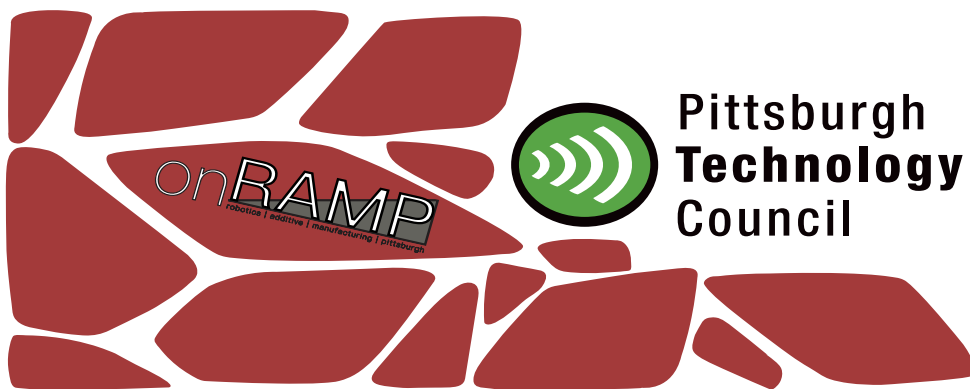


	Full Page	Half Page	Quarter Page
Open	\$4,200	\$2,700	\$1,400
3X	\$3,000	\$2,100	\$1,100
7X	\$2,300	\$1,600	\$1,000

Quarter: 3.875"H x 5"H

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

CONTACT: Ashley Steckel 412-918-4281 | 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

Fall

09/15/2020

Winter

12/15/2020

Spring

04/15/2021

Summer

07/15/2021

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"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 2021 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!

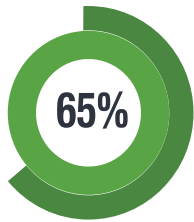
Price: \$350

Spec: 2" x .5" .eps



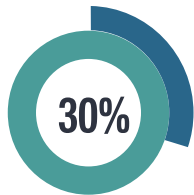


**Pittsburgh
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Council**



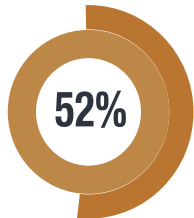
LISTENERS

**MEDIAN AGE:52
MALE**



INCOME

MORE THAN 75K



EDUCATION

COLLEGE EDUCATION



Huntington Studio

TECHvibe

Tune in. Geek out. ESPN Pittsburgh 970

- Broadcasts on ESPN Pittsburgh 970
- 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 Saturday at 8 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

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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.

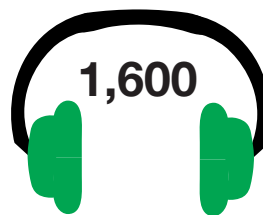


Content Partners

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



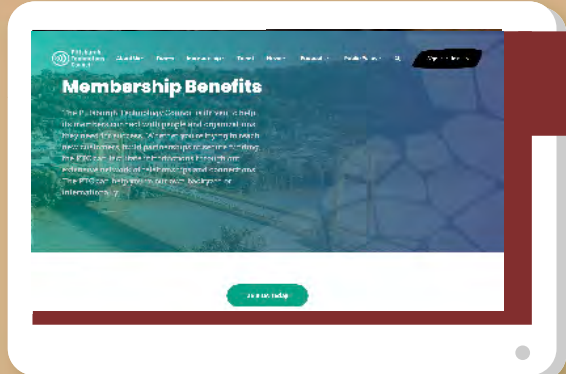
9 platforms
housing the
podcast

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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

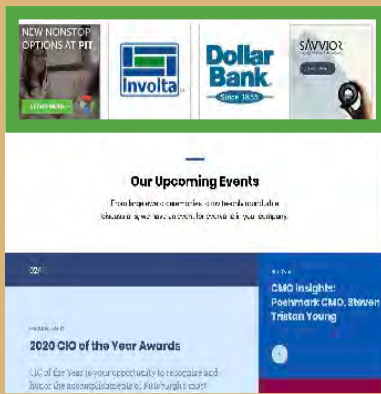


Weekly 15 second on air mention on TechVibe Radio at intro segment

Sponsor recognition/
hot link in weekly promo
e-mail

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

Website

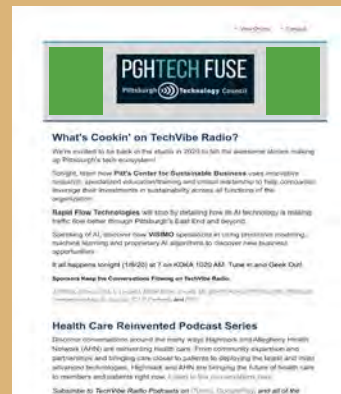


250 x 250 pixel ad on
PGHTech.org

Package & Save

Packaging options available
Contact us for pricing

E-mail



250 x 250 pixel ad on
PTC newsletter