



22-23

**THEPITTNEWS**

Advertising Media Kit





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**The Pitt News** is an independent, student-run multimedia news organization located on the Pitt Oakland campus.

We publish **10,000** copies every **Wednesday** & distribute to **100** sites on campus. We publish an exclusive digital editon every **Monday, Wednesday, and Friday.**

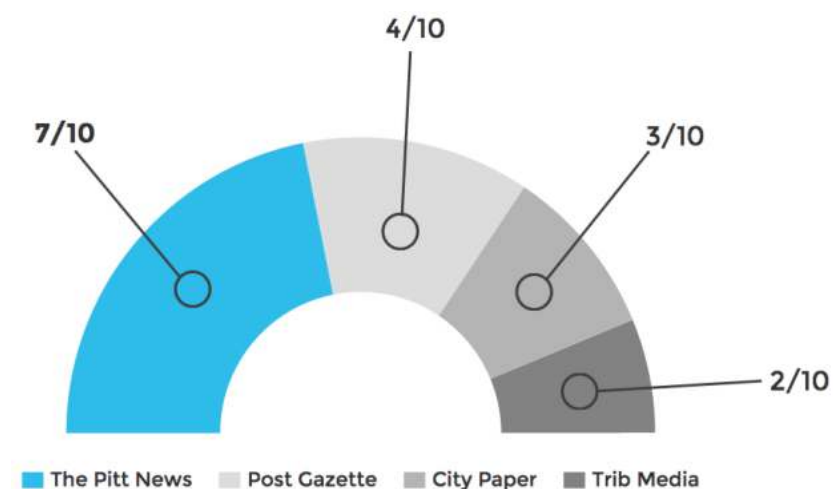
The Pitt News can help you reach a market of over

**40,000**

**28,000+**  
Students

**12,000+**  
Faculty & Staff

Nearly **9** out of **10** copies of **The Pitt News** are picked up by a reader.



In an average week, more Pitt students read **The Pitt News** than any other local news source.

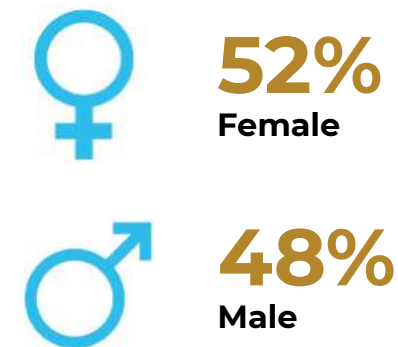
**70%** of all Pitt students subscribe to at least one medium of **The Pitt News**:  
Print · Online ·  
Mobile · Social Media

\* Grotta Marketing Research  
Survey, Apr. 2014

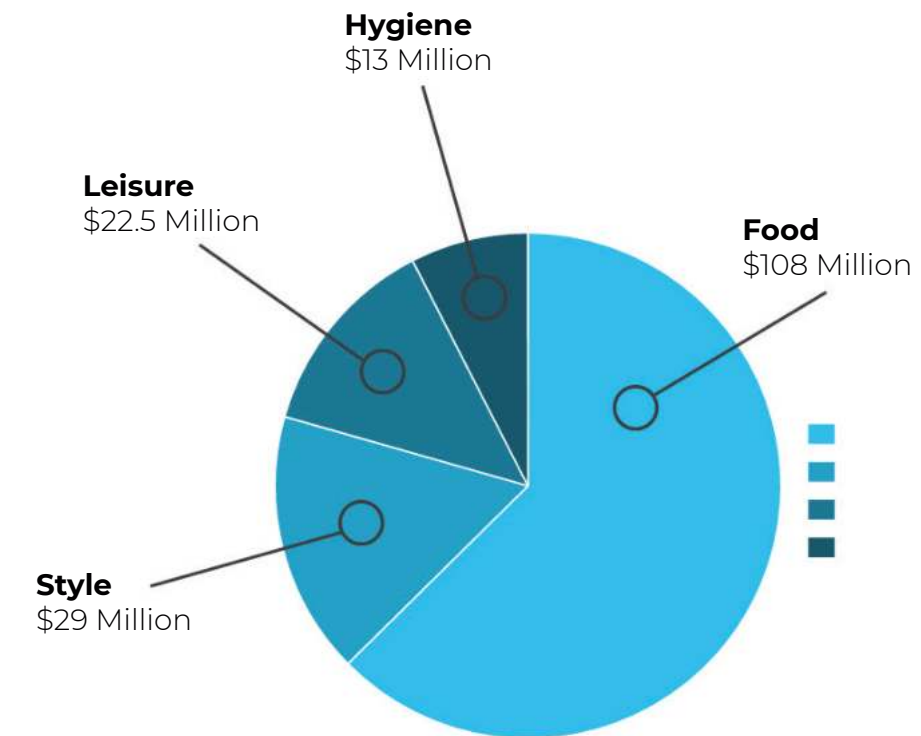
## WHO WE ARE

## DEMOGRAPHICS

Our **student readers** are composed of:



In an average, nine-month academic year, this is **how Pitt students spend their money**:



### Food Breakdown:

**\$60 Million** is spent on groceries, **\$33 Million** is spent on eating out, and **\$15 Million** is spent on alcoholic beverages.

Plus, tens of thousands of faculty, staff, parents, and Pitt alumni contribute over **\$253+ Million** more to enjoy the many neighborhoods of Pittsburgh.







Per Ad Multimedia Campaign Investment:

	Open	4x	8x	15x	30x
Full Page	\$1,300	\$1,145	\$945	\$840	\$775
1/2 Page	\$755	\$680	\$570	\$485	\$435
1/4 Page	\$445	\$415	\$380	\$295	\$250
1/8 Page	\$320	\$300	\$275	\$200	\$150
1/16 Page	\$300	\$270	\$220	\$140	\$100
Front Page	\$340	\$305	\$275	\$240	\$200
Marquis	\$100	\$90	\$80	\$70	\$60

(above pricing is per ad)

Open	4x	8x	15x	30x
• 1 print ad • 1 tweet • 1 week online	• 4 print ads • 4 tweets • 4 weeks online	• 8 print ads • 8 tweets • 8 weeks online	• 15 print ads • 15 tweets • 15 weeks online	• 30 print ads • 30 tweets • 30 weeks online

PRINT RATES

Specialty Products:

Insert (Including Printing)	\$1,050
Insert (Excluding Printing)	\$450
Sticker (Regular Edition)	\$900
Sticker (Special Edition)	\$1,450

Billboard (100 Newsstands)
\$1,200 / month – (100 racks, including printing)
\$900 / month – (100 racks, excluding printing)
\$800 / month – (50 racks, including printing)
\$500 / month – (50 racks, excluding printing)

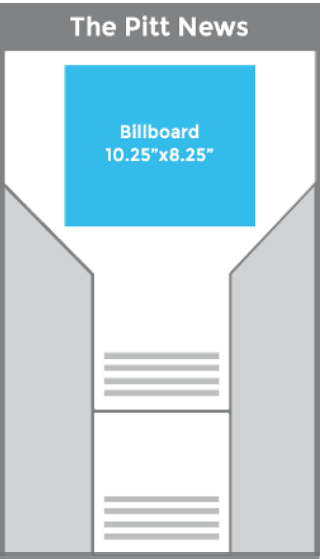
Inserts & Stickers:

Artwork must be sent 10 days before insertion.

Have your own inserts?  
Inserts must be shipped one week in advance to:

Pittsburgh Post-Gazette  
Attn: Tony Ruble  
2201 Sweeney Drive  
Clinton, PA 15026

+\$40 Charge if we must deliver inserts



PRINT RATES



For All Print Ads:

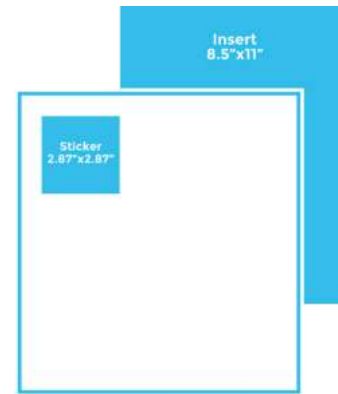
Color Mode: **CMYK**  
File Type: **.pdf**  
Resolution: **300 dpi**



412-648-7978



[advertising@pittnews.com](mailto:advertising@pittnews.com)



Policy & Conditions:

**The Pitt News** reserves the right to reject, edit, classify, or index ads due to content.

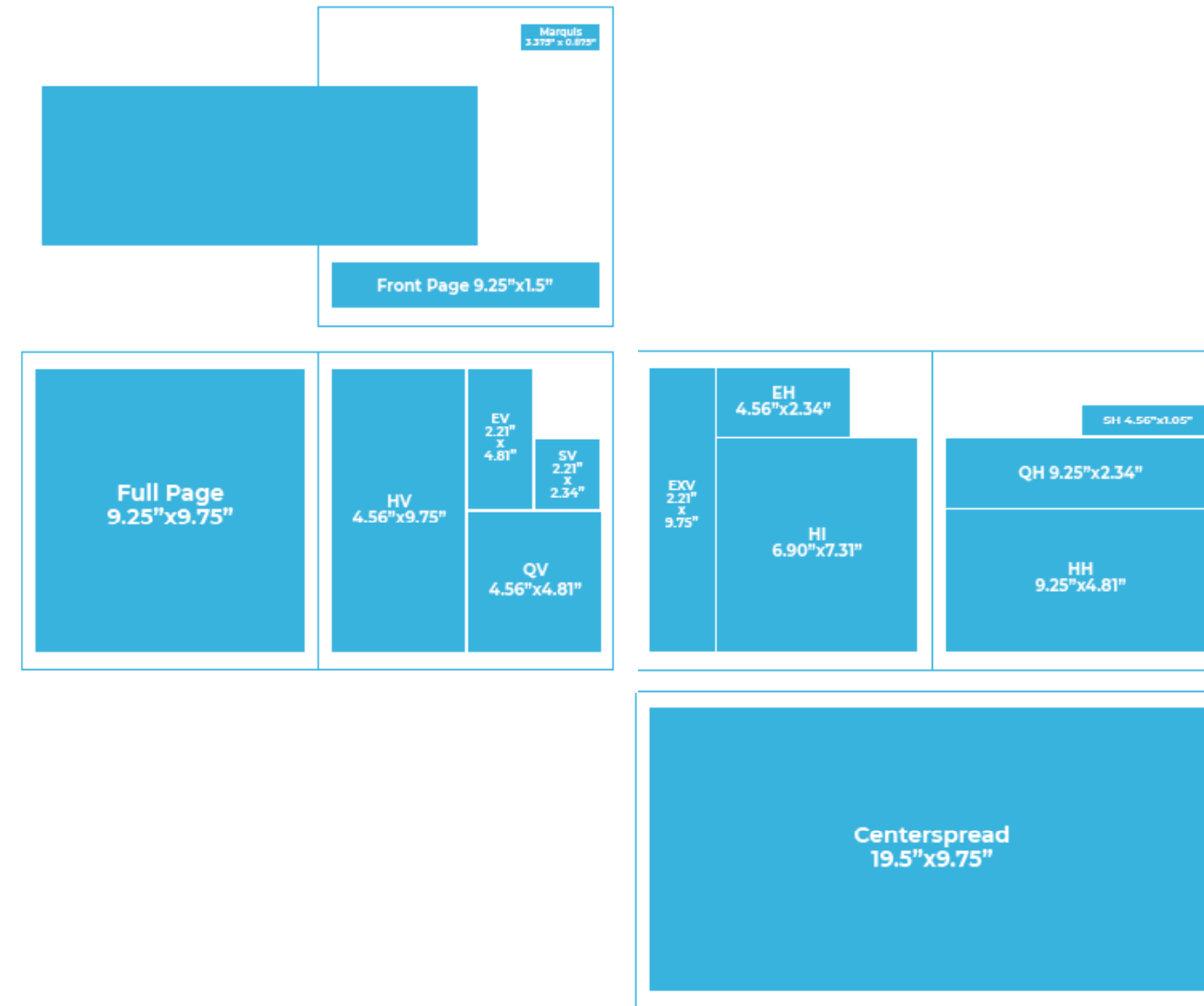
**The Pitt News** is only responsible for the cost of the first insertion of an incorrect ad. It is the responsibility of the advertiser to check the accuracy of each insertion.

Credit will be issued on cancelled ads. No Cash refunds.

Tearsheets available upon request.

AD SPECIFICATIONS

AD SPECIFICATIONS





Advertising Rates:

	1-15 Words	16-30 Words
1x	\$6.30	\$7.50
2x	\$11.90	\$14.20
3x	\$17.30	\$20.00
4x	\$22.00	\$25.00
5x	\$27.00	\$29.10
6x	\$30.20	\$32.30
Add.	+\$5.00	+\$5.40

Buy one week (5 days) of classified line ads and receive a listing on our online and mobile housing guide, **NearPitt**, for an additional \$5.00

Payment

All classified ads must be paid in advance with check, cash, money order, or credit card. We accept Visa, Mastercard, and American Express.

Deadlines

The deadline to place classified ads or correct / change a previously placed ad is 3:00 pm, two business days before the ad is meant to run. The deadline for cancellation is 12 pm, one business day before the publication date. \*

\* Excludes certain special issues, see publication schedule on page 11 for calendar.

CLASSIFIEDS

CLASSIFIEDS

Index:

Rentals

North Oakland  
South Oakland  
Shadyside  
Squirrel Hill  
South Side  
North Side  
Bloomfield  
Other

Sublet

North Oakland  
South Oakland  
Shadyside  
Squirrel Hill  
South Side  
North Side  
Bloomfield  
Other  
Roomates  
Wanted to Rent

Employment

Babysitting  
Research Studies  
Part Time  
Full Time  
Other

Services

Resumes  
Tutoring  
Child Care  
Health  
Legal Services  
Travel  
Personals  
Other

For Sale

Automotive  
Bicycles  
Motorcycles  
Books  
Merchandise  
Real Estate  
Pets  
Other

Notices

Lost  
Found  
Adoption  
Wanted  
Rides/Riders  
Student Groups  
Greek Life

How to place your classified ad:



412-648-7978



434 William Pitt Union

Ads are accepted Monday – Friday  
from 9:00am to 5:00pm



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Annually, **21,000** students search for apartments to rent. Let them know about your properties in the **NearPitt** online housing guide (OHG).

**[www.nearpithousing.pittnews.com/housing](http://www.nearpithousing.pittnews.com/housing)**

On the guide, students, faculty, and staff can search for properties by distance, bedrooms, bathrooms, amenities, and more. Advertisers can also include photos, links, and contact information.

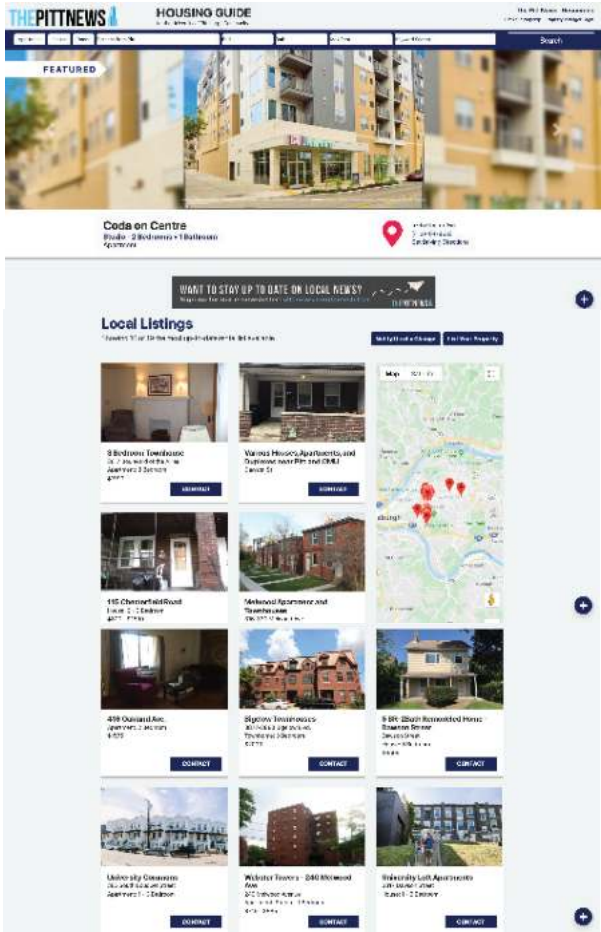
Basic Listing Package \$250/month	Leaderboard Ad Package \$240/month
1 Month of property listing on OHG	1 Month of leaderboard ad on OHG
1 Month of button ad on pittnews.com	1 Month of button ad on pittnews.com
Commit to 8 months and receive 4 summer months free	Commit to 8 months and receive 4 summer months free

NEARPITT

NEARPITT

### Featured Carousel on OHG

Additional \$75/month  
with purchase of property  
listing



### Single Property Listing

\$20/unit/month,  
with purchase of a  
classified line ad  
(min. one week)

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**PITTTNEWS.COM** is an online news hub for thousands of students, faculty, parents, and families. With over **3 million** total pageviews in the last year, more people are accessing our site every year.

As of May 10th 2021, more than **7,000** readers are subscribed to our E-Newsletter.

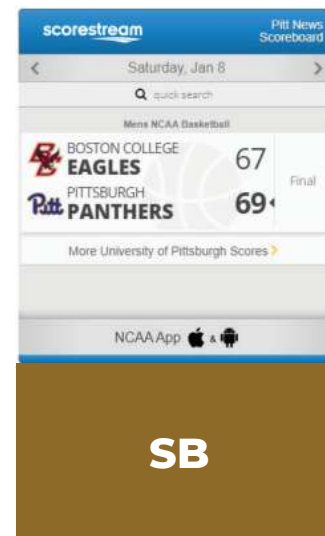
### Desktop Homescreen Popup Ad View:



### 3 Things:

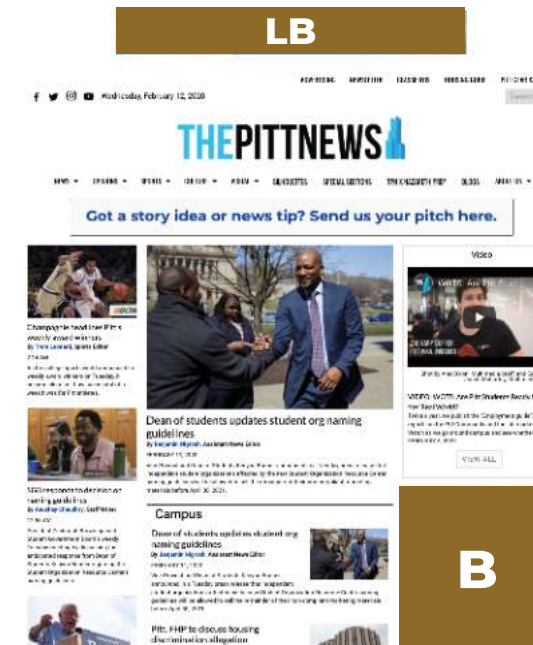


### Scoreboard:



DIGITAL ADS

### Desktop Homescreen:



### E-Newsletter:



### Mobile View:



Weekend Sports Recap:  
Softball opens with split weekend in LA

By Marshall Worth, Staff Writer

### Top Stories

Win over GT showcases sorely needed skills

By Nick Farabaugh, For the Pitt News

From an electric scoring performance by budding star and first-year forward Justin Champagnie, to the evolving, enigmatic nature of sophomore guards Trey McGowens and Xavier Johnson, here are some observations from Pitt's 73-64 victory over Georgia Tech.



MEB

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Online Ad Sizes:

<b>LB</b> (Leaderboard) 728px x 90px	<b>B</b> (Button Ad) 300px x 250px	<b>SB</b> (Scoreboard) 400px x 200px
<b>MP</b> (Modal Popup) 600px x 400px	<b>WP</b> (Wallpaper) 125px x 1000px	<b>3T</b> (3 Things) 300px x 200px
<b>MEB</b> (Mobile Exclusive Button Ad) 300px x 250px	<b>EB</b> (E-Newsletter Banner Ad) 728px x 200px	

For All Web Ads:

Color Mode: **RGB**  
File Type: **.jpg .png .gif**  
Resolution: **72 dpi**

DIGITAL ADS

DIGITAL ADS

Online Ad Rates:

<b>Leaderboard</b> <ul style="list-style-type: none"><li>• 1 Week \$150</li><li>• 1 Month \$550</li></ul>	<b>Button Ad</b> <ul style="list-style-type: none"><li>• 1 Month \$240</li><li>• Semester \$630</li><li>• 8 Months \$900</li></ul>	<b>Scoreboard</b> <ul style="list-style-type: none"><li>• 1 Month \$500</li><li>• Semester \$1,999</li></ul>
<b>Modal Popup</b> <ul style="list-style-type: none"><li>• 1 Day \$225</li><li>• 1 Week \$675</li></ul>	<b>Wallpaper</b> <ul style="list-style-type: none"><li>• 1 Week \$675</li></ul>	<b>3 Things</b> <ul style="list-style-type: none"><li>• 1 Month \$500</li><li>• Semester \$1,999</li></ul>
<b>Mobile Exclusive Button Ad</b> <ul style="list-style-type: none"><li>• 1 Month \$400</li></ul>	<b>E-Newsletter Banner Ad</b> <ul style="list-style-type: none"><li>• 1 Email Blast \$300</li></ul>	

Additional Information:

If you are interested in a campaign with multiple digital products, contact your account rep at **[advertising@pittnews.com](mailto:advertising@pittnews.com)** or **(412) 648-7978** for custom pricing





The Pitt News social media is another great option for advertising to the Pitt market. Remember to like and follow us on for the latest campus news, photos, contests, and more.



@thepittnews



@thepittnews



@thepittnews



@pittnews

With approximately **21,000** Twitter followers, your tweet can be seen by thousands of students, staff, faculty, parents, and alumni instantly.

Tweets are limited to 280 characters and must include “Sponsored by [your business]”

	Tweet Rates (per tweet)
Open	\$105
4x	\$80
8x	\$75
15x	\$65
30+x	\$55

Story posts will only show for 24 hours but will live in the advertising highlight reel until the date of the ad has passed.

	Instagram Rates (per post)
Story	\$50
Grid	\$50

SOCIAL MEDIA

SOCIAL MEDIA

Extended Reach:

Extended Reach is a method of digital advertising which enables a business to gain exposure to a specific audience, such as an age group, gender, education level, or geographic region.

The Pitt News offers several digital advertising platforms through use of external websites (think CNN.com, ESPN.com, etc.) and social media integration through Facebook.

Step 1: Choose Your Package

Package 1 Avg. 40k Impressions	\$250
Package 2 Avg. 80k Impressions	\$500
Package 3 Avg. 100k Impressions	\$625

Step 2: Choose Your Platform

www.examplewebsite.com

Your Ad Here

Web  
300 x 250 px

Your Ad Here

Mobile  
320 x 50 px

Example Facebook Page

Your Ad Here

Facebook  
115 Char.



# THE PITT NEWS

## 22-23

### Publication Schedule

Total distribution: 19 Total Special + 10 Standard Issues

#### May 2022

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

#### June 2022

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

#### July 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

#### August 2022

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

#### September 2022

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

#### October 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

#### November 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

#### December 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

#### January 2023

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

#### February 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

#### March 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

#### April 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

XX - Daily Print Issue

XX - Online Issue

XX - No Issue

XX- SPECIAL EDITION

#### Summer 2022

Issue	Date	Deadline
New Student Guide	TBA	TBA
Fall Welcome Back	08/24	08/18

#### Fall 2022

Issue	Date	Deadline
Pitt/WVU Preview	08/31	08/25
Arts/Entertainment	09/07	09/01
Fall Employment	09/28	09/22
Homecoming	10/05	09/29
Dining Guide	10/19	10/13
Halloween	10/26	10/20
Basketball Preview	11/02	10/27
Rental Guide	11/16	11/10
Fall Finals	12/07	12/01

#### Spring 2023

Issue	Date	Deadline
Spring Welcome Back	01/11	01/05
Spring Employment	TBA	TBA
Arts/Entertainment	01/25	01/19
Valentine's Day	02/08	02/02
Beer/Wine	02/22	02/16
March Madness	03/15	03/09
Best Of	03/22	03/16
Spring Finals	04/19	04/13

#### Advertising deadline:

5pm 6 business days prior to publication\*

\*except some special issues

#### Contact Us:

412-648-7978

advertising@pittnews.com