



24-25

**THEPITTNEWS** 

**ADVERTISING MEDIA KIT**



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# WHO WE ARE

**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 edition 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 reads **The Pitt News** than any other local news source.

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



## 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 (1/8)	\$100	\$90	\$80	\$70	\$60

(Above pricing is per ad)

	New	Major Changes	Minor Changes
Creative Marquis (1/8)	\$50	\$25	\$15
Creative Marquis (1/4 - full page)	\$75-100*	\$25	\$15

\*Depending on the size and what is wanted

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

Open for new businesses that *have not* advertised in the past get a **10% discount\***

\*Discounted rates for returning contracts: Advertisers must advertise on contract *and* purchase the same number of ads as the previous year to continue discounted rate.

**PRINT RATES**

**5**  
2

## Specialty Products:

<b>Insert</b> (Excluding Printing)	\$450
<b>Sticker</b> (Regular Edition)	\$900

<b>Billboard</b> (100 Newsstands)
\$1,500 / month – (25 racks, big)
\$800 / month – (50 racks, small)

*\*Printing costs extra*

## Inserts & Stickers:

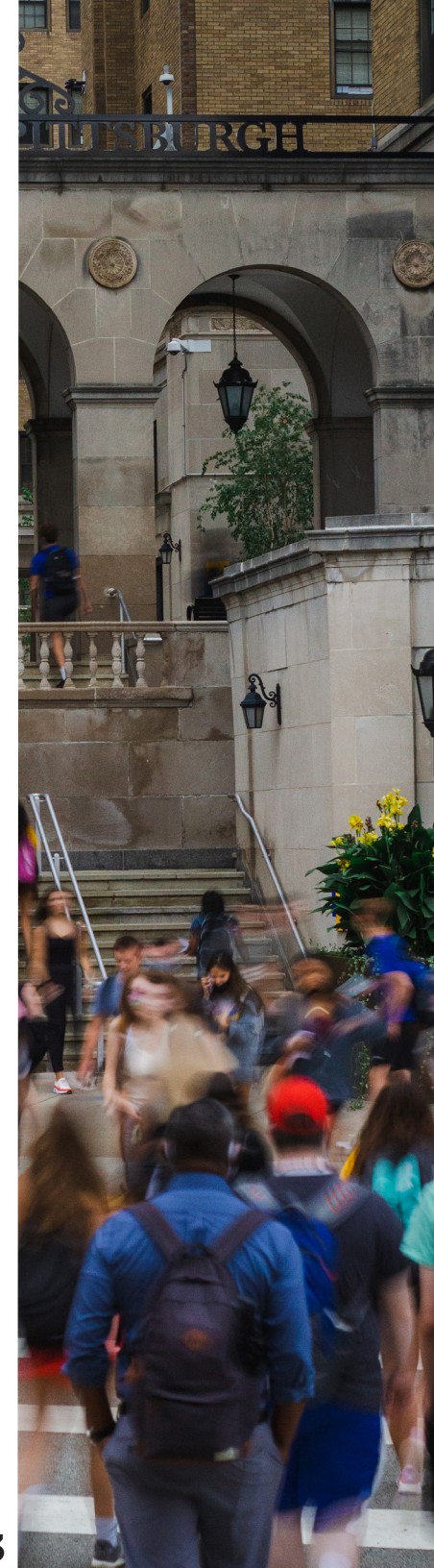
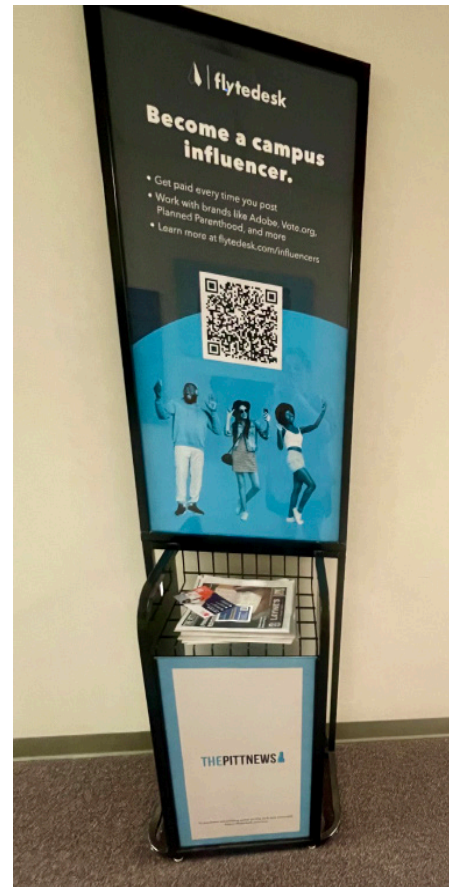
Artwork must be sent 10 days before insertion.

### Have your own inserts?

Inserts must be shipped one week in advance to:

TRIB LIVE  
Attn: Tony Ruble  
2201 Sweeney Drive  
Clinton, PA 15026

+\$40 Charge if we must deliver inserts





## For All Print Ads:

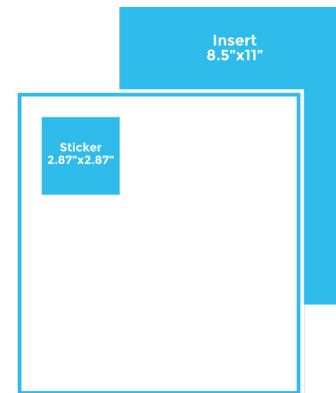
Color Mode: **CMYK**

File Type: **.pdf**

Resolution: **300 dpi**



[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

## PRINT SIZES

H = Horizontal  
V = Vertical  
I = Island

H = 1/2 Q = 1/4  
E = 1/8 S = 1/16  
EX = Extreme

Marquis  
3.375" x 0.875"

Front Page 9.25"x1.5"

Full Page  
9.25"x9.75"

HV  
4.56"x9.75"

EV  
2.21"  
x  
4.81"

SV  
2.21"  
x  
2.34"

QV  
4.56"x4.81"

EH  
4.56"x2.34"

EXV  
2.21"  
x  
9.75"

HI  
6.90"x7.31"

SH 4.56"x1.05"

QH 9.25"x2.34"

HH  
9.25"x4.81"

Centerspread  
19.5"x9.75"







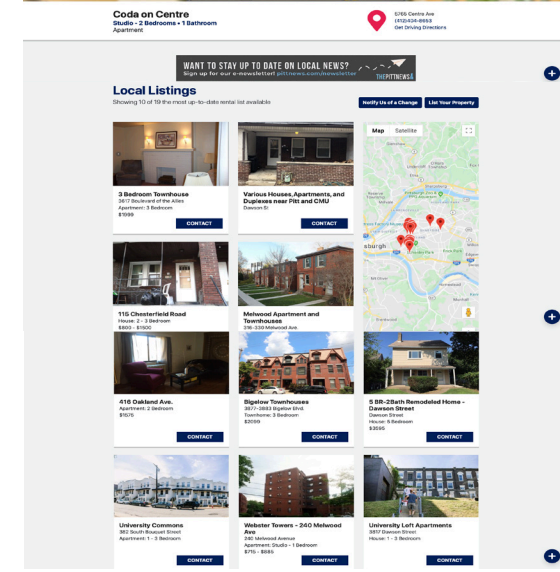
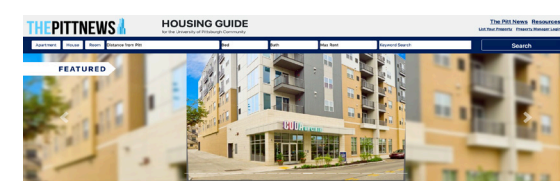
Annually, **21,000** students search for apartments to rent. Let them know about your properties in the **NearPitt** online housing guide (OHG).

**[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.

<b>Listing Package \$400/month</b>
1st Month \$300 open
1 Month of property listing on OHG
1 Month of button ad on pittnews.com
Commit to 8 months and receive 4 summer months free

Featured Carousel on OHG



Additional **\$75/month** with purchase of property listing

### 3 Things:

**PITTNEWS.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.

**TPN Things to Know**

1. Watch Pitt Women's Basketball take on North Carolina State this Friday!
2. If you need a study spot check out the 9th floor of the WPU!
3. Looking for a study break? Check out Phipps botanical garden!

Submit Ideas to [tpnmarketing9@gmail.com](mailto:tpnmarketing9@gmail.com)

**3T**

### Desktop Homescreen Popup Ad View:

**THEPITTNEWS**

**LB**

**MP**

**WP**

Ballin' on Bigelow

October 21st 11 AM Bigelow Overlooked FREE Sign-Ups at IMLeague.com/pitt

3v3 Mens Tournament & Womens Co-ed Tournament

### Scoreboard:

scorestream Pitt News Scoreboard

Saturday, Jan 8

quick search

Mens NCAA Basketball

BOSTON COLLEGE EAGLES	67	Final
PITTSBURGH PANTHERS	69	

More University of Pittsburgh Scores >

NCAA App

**SB**

## Desktop Homescreen:

**LB**

ADVERTISING NEWSLETTER CLASSIFIEDS HOUSING GUIDE PITT GEAR & GIFTS

Wednesday, February 12, 2020

**THEPITNEWS**

NEWS OPINIONS SPORTS CULTURE VISUAL SKIQUOTES SPECIAL SECTIONS TPN X NAZARETH PREP BLOGS ABOUT US

Got a story idea or news tip? Send us your pitch here.

**Champagne headlines Pitt's weekly award winners**  
By Trent Conrad, Sports Editor  
2:24 AM

**Dean of students updates student org naming guidelines**  
By Brooke Reynolds, Assistant News Editor  
FEBRUARY 11, 2020

**SGB responds to decision on naming guidelines**  
By Andrew Chesley, Staff Writer  
12:58 AM

**Campus**  
**Dean of students updates student org naming guidelines**  
By Brooke Reynolds, Assistant News Editor  
FEBRUARY 11, 2020

**Pitt, FHP to discuss housing discrimination allegation**

**VIDEO: WOTS: Are Pitt Students Ready for the 'Real World'?**

## Mobile View:

T-Mobile 3:23 PM 86%  
pittnews.com

**COLLEGE NIGHT AT OUR HAUS!**  
Every Thursday | Drink Specials Start at 9PM  
2705 South Water St. | (412) 224-2328 | [HoHoHoAtPittsburgh.com](#) | 21+ Proper ID Required

**meyers management company**  
LEASING NOW SPRING/SUMMER 2020! CLICK HERE TO APPLY ONLINE  
(412) 682-5886

**THEPITNEWS**

**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

## E-Newsletter:

**THEPITNEWS**

February 7, 2020

**This Week's Top Stories**

**Pitt alum hired to lead Pittsburgh NAACP**  
"We're at a crossroads as to what the future holds for Black folks in this City," said alumna Kellie Ware-Seabron, who was announced Thursday as the new executive director of the Pittsburgh branch of the NAACP.

**Grad union organizers planning second election for this semester**  
Pat Healy, an organizer and Ph.D. student, said the road to a possible graduate student union has been "tiring."

**EB**

## 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 Champagne, 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**

DIGITAL ADS



## Online Ad Sizes:

**LB** (Leaderboard)  
728px x 90px

**B** (Button Ad)  
300px x 250px

**SB** (Scoreboard)  
400px x 200px

**MP** (Modal Popup)  
600px x 400px

**WP** (Wallpaper)  
125px x 1000px

**3T** (3 Things)  
300px x 200px

**MEB** (Mobile Exclusive-  
Button Ad)  
300px x 250px

**EB** (E-Newsletter  
Banner Ad)  
728px x 200px

## For All Web Ads:

Color Mode: **RGB**

File Type: **.jpg .png .gif**

Resolution: **72 dpi**

## Online Ad Rates:

Leaderboard		Button Ad		Scoreboard	
• 1 week	\$250	• 1 month	\$300	• 1 month	\$500
• 1 month	\$600	• Semester	\$630	• Semester	\$1,999
		• 8 months	\$900		

Modal Popup		Wallpaper		3 Things	
• 1 day	\$225	• 1 week	\$675	• 1 month	\$500
• 1 week	\$675			• Semester	\$1,999

E-Newsletter Banner Ad	
• 1 Email Blast	\$100
• 3 Email Blasts	\$300
• 1 Straight Week (5) Email Blasts	\$400

## 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) 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

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

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

**LF** - Local Focus  
**CU** - Close-ups  
**WG** - Weekly Grid

	Instagram Rates (per post)
Story	\$100
Grid	\$100
Video	\$150
LF	\$300
CU	\$300
WG	\$500

# THE PITTSNEWS

PUBLICATION SCHEDULE

24 - 25

MAY 2024						
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 2024						
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 2024						
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 2024						
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 2024						
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 2024						
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 2024						
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 2024						
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 2025						
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 2025						
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 2025						
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 2025						
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			

SUMMER 2024		
Issue	Date	Deadline
New Student Guide	8/9	8/3
Fall Welcome Back	8/21	8/15

FALL 2024		
Issue	Date	Deadline
Dining Guide	8/28	8/22
Fall themed	9/4	8/29
Pitt/WVU Preview	9/11	9/5
Homecoming	9/18	9/12
Fall employment	9/25	9/19
Oktoberfest	10/2	9/26
Rental Guide	10/9	10/3
Treat Yourself Edition	10/16	10/17
Election Edition	10/23	10/24
Halloween	10/30	10/31
Basketball Preview	11/6	10/31
Arts/Entertainment	11/13	11/7
Holiday	11/20	11/14
Fall Finals	12/4	11/28

SPRING 2025		
Issue	Date	Deadline
Spring Welcome Back	1/8	1/2
January Gloom	1/15	1/9
Spring Employment	1/22	1/16
Beer and Wine	1/29	1/23
Award Show Preview	2/5	1/30
Valentine's Day	2/12	2/6
Arts/Entertainment	2/19	2/13
Spring Break	2/26	2/20
March Madness	3/12	3/6
Spring Fever	3/19	3/13
Best of	3/26	3/20
Environmental Edition	4/2	3/27
Pittsburgh Summer Preview	4/9	4/3
Spring Finals	4/16	4/10

**Advertising Deadline:**  
5pm - 6 business days prior to publication\*  
\*Except certain special issues

**Contact Us:**  
Advertising@pittnews.com

# PRINT RATES

## 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	· 4 print ads	· 8 print ads	· 15 print ads	· 30 print ads
· 1 tweet	· 4 tweets	· 8 tweets	· 15 tweets	· 30 tweets
· 1 week online	· 4 weeks online	· 8 weeks online	· 15 weeks online	· 30 weeks online

## Specialty Products:

<b>Insert</b> (Excluding Printing)	\$450
<b>Sticker</b> (Regular Edition)	\$900

<b>Billboard</b> (100 Newsstands)
\$1,500 / month – (25 racks, big)
\$800 / month – (50 racks, small)



# NEARPITT

## Listing Package \$400/month

1st Month \$300 open

1 Month of property listing on OHG

1 Month of button ad on  
pittnews.com

Commit to 8 months and receive 4 summer months free

## Featured Carousel on OHG

Additional \$75/  
month with  
purchase of  
property listing

## Single Property Listing

\$20/unit/month

## SOCIAL MEDIA

## DIGITAL ADS

### Online Ad Rates:

### E-Newsletter Banner Ad

1 Email Blast	\$100
3 Email Blasts	\$300
1 Straight Week (5) Email Blasts	\$400

Leaderboard		Button Ad		Scoreboard	
1 week	\$250	1 month	\$300	1 month	\$500
1 month	\$600	Semester	\$630	Semester	\$1,999
		8 months	\$900		

Modal Popup		Wallpaper		3 Things	
1 day	\$225	1 week	\$675	1 month	\$500
1 week	\$675			Semester	\$1,999

### Tweet Rates (per tweet)

Open	\$105
4x	\$80
8x	\$75
15x	\$65

### Instagram Rates (per post)

Story	\$100
Grid	\$100
Video	\$150
LF	\$300
CU	\$300
WG	\$500

**LF** - Local Focus  
**CU** - Close-ups  
**WG** - Weekly Grid

