



PUBLICSOURCE

Stories for a better Pittsburgh.

Digital media kit




PublicSource is a nonprofit organization with a mission to inspire positive change in the Pittsburgh region through journalism, community engagement and education.

We empower citizens by exposing wrongdoing, amplifying unheard voices and providing the community with an opportunity to create a better future for all.

PublicSource tells stories for a better Pittsburgh.

OUR REACH

 Monthly unique page views
40K - 50K

 Newsletter subscribers
8,000+

 Facebook followers
7,500+


 Twitter followers
5,500+

 Instagram followers
2,100+


 Average time on page - 2018
4 min 48 sec

(For many websites, this metric falls below 1 min. Demonstrates how engaged our users are with our content)

OUR READERS

 Nearly **9 out of 10** of our readers have bachelor's degrees, and **half** have earned master's or doctorate degrees

 Nearly **98%** are registered voters

 **60%** of our readers are women
40% of our readers are men

 Most engaged age groups are **25-34**, **55-65** and **35-44**

BECOME A SPONSOR

ORGANIZATIONS WHO SUPPORT PUBLICSOURCE

- Desire engagement with and exposure to our diverse Pittsburgh readers
- Have a passion for positive change and transparency in the Pittsburgh region

ALLY SPONSORSHIP RATE: Nonprofit & Small Business*: \$150 Corporate: \$400	TRUTHSEEKER SPONSORSHIP RATE: Nonprofit & Small Business*: \$400 Corporate: \$750	CHAMPION SPONSORSHIP RATE: Nonprofit & Small Business*: \$750+ Corporate: \$1200+
<p>MEMBERS RECEIVE</p> <ul style="list-style-type: none">✓ Logo on publicsource.org member page for 12 months✓ A mention in the weekly newsletter with logo✓ Opportunities to purchase discounted event tickets and advertising	<p>MEMBERS RECEIVE</p> <ul style="list-style-type: none">✓ Everything included in the Ally level, plus...✓ Two additional mentions in the weekly newsletter (three total) over 12 months	<p>MEMBERS RECEIVE</p> <ul style="list-style-type: none">✓ Everything included in the Truthseeker level, plus...✓ Sponsored profile of organization on PublicSource Facebook and Twitter✓ Logo on Sponsor slide at PublicSource events for 12 months

SPONSORSHIP ADS

Associate your brand with PublicSource on the web and within our digital newsletters.

Newsletter ad placement

The screenshot shows a newsletter titled "PUBLICSOURCE ROUNDUP" with a section "THIS WEEK'S STORIES". Below the stories, there are two "Sponsored by" sections, each containing a blue box with the text "600x150".

After 2nd story →

Or at end of newsletter →

Logo displayed on PublicSource.org organizational sponsorship page

PUBLICSOURCE Stories for a better Pittsburgh.

Meet our business and nonprofit members

Logo here \$10,000	Logo here \$7,000
Logo here \$2,000	Logo here \$500



SPONSORSHIP AD SIZES

Sponsored by [Your organization name here](#)

600x150

- Sponsored by header with link to your organization
- 600x150 graphic

Sponsored by [Your organization name here](#)

600x150

- Sponsored by header with link to your organization
- 600x150 graphic
- 100 words of text below graphic

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Please provide a logo at least 1000 px in width for placement on PublicSource's organizational sponsorship page.

PublicSource cannot guarantee impressions for member logos and does not accept support from political campaigns.

**Small business membership is available for businesses with fewer than 35 employees.*

Contact Jennie Ewing Liska at jennie@publicsource.org for more information.

PublicSource is thrilled to announce **Developing Pittsburgh**, a focused reporting project that provides vital information, transparency and accountability in the design, planning and development of Pittsburgh and Allegheny County.

DEVELOPING PITTSBURGH



- Don't miss major news, civic meetings and trends in planning, design and economic development
- Prioritize housing and business opportunities
- Understand how the city is adjusting its built environment to the natural one
- Understand community efforts in making development processes inclusive
- An open and transparent city increases opportunity for its citizens and ensures solvency for the city itself

WHO WILL BENEFIT?



Residents



Advocates



Developers



**Government
officials**



**Business
owners**



**Anyone interested
in Developing
Pittsburgh**

Sign up for the **Developing Pittsburgh** newsletter
publicsource.org/newsletters