

Two Special Advertising Opportunities for Downtown Restaurants and Retailers

DoorsOpen Insert Ad - PDP Member Benefit

Inserted into the Pittsburgh City Paper on Wednesday, October 2 will be a Downtown guide to DoorsOpen, with 20,000 copies of the Pittsburgh City Paper distributed throughout the city. Plus, an additional 5,000 copies will be available in Downtown to be distributed during the event the weekend of October 5 & 6. Learn more about the event at DoorsOpenPGH.org.

1/8 Page Ad: Free for All Current Restaurant & Retail PDP Members

With several thousand people attending DoorsOpen, this is an excellent opportunity to offer a special incentive for people to patronize your business. Please consider including a discount or coupon as part of your ad. Additionally, all businesses that participate will be highlighted on a Downtown walking map as part of the event guide insert.

Space must be reserved by September 11, with camera-ready artwork due by September 13.

Thanksgiving Pittsburgh Post-Gazette Insert Ad

On Thursday, November 28, the Pittsburgh Downtown Partnership will place a Holiday Season insert in the Pittsburgh Post-Gazette. This insert will highlight holiday activities occurring in Downtown, including the Peoples Gas Holiday Market™, Holiday KidsPlay, and other highlights. There will be a special focus on shopping in Downtown, with particular attention paid to Small Business Saturday (November 30).

Downtown restaurants and retailers have the option to purchase a 1/4 page ad or a 1/8 page ad at significantly reduced ad rates. Thanksgiving Day is one of the largest circulation days for the Post-Gazette due to the large number of Black Friday Ads, with an additional over-run of 10,000 inserts being available throughout Downtown for the Holiday Season.

Space must be reserved by November 1, with camera-ready artwork due by November 8.

PDP Member Ad Rates:

1/8 Page: \$200

1/4 Page: \$400

Non-Member Ad Rates:

1/8 Page: \$250

1/4 Page: \$500

To reserve your ad for either insert or for questions, contact Leigh Frank at lfrank@downtownpittsburgh.com or (412) 325-0163. Please see reverse for ad specs.

Not a PDP member? If you are not yet a member of the Pittsburgh Downtown Partnership and would like to take advantage of the free DoorsOpen advertising opportunity or the member pricing for the Thanksgiving insert, please contact Karin Manovich, PDP Member Relations Manager, at (412) 325-0167 or kmanovich@downtownpittsburgh.com. Learn more at DowntownPittsburgh.com/Membership.



DoorsOpen Insert Ad Specs

Space reserved by September 11. Camera-ready artwork submitted no later than September 13.

.pdf with all fonts embedded

1/8 Horizontal Ad
4.5625" w x 2.34375" h

To reserve your ad for either insert and to submit artwork, contact Leigh Frank at lfrank@downtownpittsburgh.com.

Thanksgiving Pittsburgh Post-Gazette Insert Ad Specs

Space reserved by November 1. Camera-ready artwork submitted no later than November 8.

.pdf with all fonts embedded

1/4 Vertical Ad
4.79" w x 4.92" h

1/8 Vertical Ad
2.3" w x 2.4" h

- The minimum to reproduce is 3%. Any tint higher than 85% will print solid.
- Reverse type can be no smaller than 12 pt.; non-reverse type can be no smaller than 8 pt.
- Type should not be reversed out of areas with a screen of less than 50%.
- Lines should be 1 pt. or thicker.
- Use clean, sans serif fonts. Avoid serif fonts with thin lines.
- Logos printed on colored paper or with metallic inks do not reproduce well. This includes business cards and letterheads.
- Refrain from obtaining logos, photos or other artwork from the internet. Images on the internet are 72 dpi and the Post-Gazette prints at 200 dpi, making the images from websites one-third the size needed for print.
- It is recommended that all ads have a minimum 1 pt. border on all sides.