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.

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**OUR REACH**

- Monthly unique page views: 40K - 50K
- Newsletter subscribers: 9,000+
- Facebook followers: 10,000+
- Twitter followers: 5,700+
- Instagram followers: 3,000+
- 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**
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

**Members Receive**
- 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

### Truthseeker Sponsorship Rate:
Nonprofit & Small Business*: $400
Corporate: $750

**Members Receive**
- Everything included in the Ally level, plus...
- Two additional mentions in the weekly newsletter (three total) over 12 months

### Champion Sponsorship Rate:
Nonprofit & Small Business*: $750+
Corporate: $1200+

**Members Receive**
- 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

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**PublicSource newsletter advertising rates:**
PublicSource weekly Roundup Newsletter

<table>
<thead>
<tr>
<th>Sponsorship level</th>
<th>Included with Sponsorship Level</th>
<th>Discount on additional ads</th>
<th>Package A: After 2nd story</th>
<th>Package B: End of newsletter</th>
<th>Package C: &quot;Presented by&quot; Sponsorship above the masthead + ad after 2nd story</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ally</td>
<td>1 newsletter ad</td>
<td>10%</td>
<td>$90</td>
<td>$45</td>
<td>$450</td>
</tr>
<tr>
<td>Truthseeker</td>
<td>3 newsletter ads</td>
<td>25%</td>
<td>$75</td>
<td>$37.50</td>
<td>$375</td>
</tr>
<tr>
<td>Champion</td>
<td>3 newsletter ads</td>
<td>25%</td>
<td>$75</td>
<td>$37.50</td>
<td>$375</td>
</tr>
<tr>
<td>None</td>
<td>N/A</td>
<td>N/A</td>
<td>$100</td>
<td>$50</td>
<td>$500</td>
</tr>
</tbody>
</table>

*Package C is also available for our Develop PGH newsletter*
ASSOCIATE YOUR BRAND WITH PUBLICSOURCE ON THE WEB AND WITHIN OUR DIGITAL NEWSLETTERS.

**NEWSLETTER AD PLACEMENTS**

- "Presented by" Sponsorship above our masthead
- Placement at end of newsletter
- After 2nd story

**PUBLICSOURCE ROUNDUP**

*This week's stories*

- How will another $10 million impact affordable housing? A breakdown of the 2019 Housing Opportunity Fund plan
- Pittsburgh, Allegheny County governments are on track to reach $15 minimum wage. Some ask: Is $15 enough?

**PUBLICSOURCE** Stories for a better Pittsburgh.

**MEET OUR BUSINESS AND NONPROFIT MEMBERS**

- Logo displayed on PublicSource.org organizational sponsorship page

Please provide a logo at least 1000 pixels 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.