PublicSource is a nonprofit newsroom that inspires bold ideas through critical thinking and journalism rooted in facts, diverse voices and the pursuit of transparency.

We tell stories for a better Pittsburgh.

Organizations who support PublicSource have a passion for positive change and transparency in the Pittsburgh region. We provide you with the opportunity for engagement and exposure to our diverse audience of Pittsburgh readers.
Our Reach

Monthly unique readers
100K - 150K

Monthly unique pageviews
150K - 300K

Newsletter subscribers
11,500+

Facebook followers
11,500+

Twitter followers
7,000+

Average time on page
5 min 10 seconds

Our Readers

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

Nearly 97% are registered voters

60% identify as women
40% identify as men

Most engaged age groups are 25-34, 55-64 and 35-44

>1,000 are current members who have financially supported PublicSource in the last year

Please contact Jennie Liska (jennie@publicsource.org) to discuss all opportunities.
Businesses, nonprofits and other organizations can become members of PublicSource to show support for the importance of nonprofit journalism through donations or event sponsorship.

<table>
<thead>
<tr>
<th><strong>ALLY SPONSORSHIP RATE:</strong></th>
<th><strong>TRUTHSEEKER SPONSORSHIP RATE:</strong></th>
<th><strong>CHAMPION SPONSORSHIP RATE:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate: $400</td>
<td>Corporate: $750</td>
<td>Corporate: $1200+</td>
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**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
- Everything included in the Ally level, plus...
- Two additional mentions in the weekly newsletter (three total) over 12 months
- 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

Organizational members are highlighted on our “Who Supports Us” webpage located at: publicsource.org/supporters
Advertise on publicsource.org

Homepage ad
$100 per week
Located under "The Latest" section on publicsource.org

Story page ad
$300 per week
Banner ad located within the body of stories across publicsource.org

Advertise in the PublicSource Roundup email newsletter

"Presented by" above masthead
$500

After 2nd story
$125

After final story
$75

Organizational sponsors receive discounts on additional ads: 10% at Ally level and 25% at Truthseeker and Champion levels

PublicSource Roundup pricing includes three newsletter sends in a single week.
Your stop for the ins and outs on development and planning in the Pittsburgh region

Pittsburgh development professionals and residents visit DevPGH for:

- The latest in Pittsburgh’s economic development news
- Recaps of critical meetings, including the Housing Authority and Planning Commission
- Navigation of the network of people who make decisions in Allegheny County and Pittsburgh
- Analysis of issues at the intersection between the economy, jobs, the environment and other relevant topics

Contact Jennie Liska (jennie@publicsource.org) to discuss opportunities listed here or other ideas.

Nonprofit rates and media sponsorships may be offered upon request, contingent upon availability.

Our DevPGH audience

Pageviews: 5,000-20,000 per month
Newsletter subscribers: 1,200+

PublicSource readers spend an average of 5+ minutes on a page. 98% are registered voters and the majority have an advanced degree.

Available Sponsorships

Web sponsorship on DevPGH Bulletin and stories:
- 1 month: $600
- 2 months: $1,000

DevPGH weekly Email Newsletter:
- One issue masthead sponsorship: $400
- Single inline ad in top position: $100
- Single inline ad in lower position: $50

As a Sponsor

Share your message with thousands of the region’s development professionals while showing visible support for local journalism.
From the Source is a new podcast produced by PublicSource, sharing authentic voices and stories of the Pittsburgh region.

Season 1 shared the voices and personal stories of people in our area who are coping with changes brought about by the pandemic.

Our audience  
From the Source Season 1
14 episodes  
Produced between April and June 2020  
Pageviews: 9,000  
Episode downloads: 12,000

Season 2 sponsorship  
Pricing and packages available upon request
We are seeking a sponsor to help bring the second season of From the Source to Pittsburgh. Season 2 will focus on quality of life in Pittsburgh.

A sponsor advertisement will be featured on-air at the beginning of each episode, and sponsor attribution will appear on the podcast webpage and social media.

Listen to Season 1 at publicsource.org/podcast
PublicSource supports local small businesses and nonprofits through the following programs:

**Media Sponsorships**

501(c)3 organizations may request a media sponsorship that includes two email newsletter ads or a week of website advertising per year. We ask for acknowledgement of PublicSource as a media sponsor in event or promotional materials.

**Nonprofit and small business advertising discounts**

Nonprofits and small businesses with fewer than 35 employees may request a 25% discount on newsletter and website advertising.

**InvolveMINT Time Credits**

PublicSource accepts InvolveMINT Time Credits as payment for digital advertising. More information about this program can be found at http://involvemint.io.

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