

PublicSource Digital Media Kit



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 **PublicSource 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.



DIGITAL PRESENCE

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.



ORGANIZATIONAL MEMBERSHIP

Businesses, nonprofits and other organizations can become members of PublicSource to show support for the importance of nonprofit journalism through donations or event sponsorship.

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+
MEMBERS RECEIVE <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	MEMBERS RECEIVE <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	MEMBERS RECEIVE <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

**Organizational members are highlighted on our
"Who Supports Us" webpage located at:
publicsource.org/supporters**



ADVERTISEMENTS

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

"Presented by"
 Sponsorship
 above our
 masthead

After 2nd story
\$125

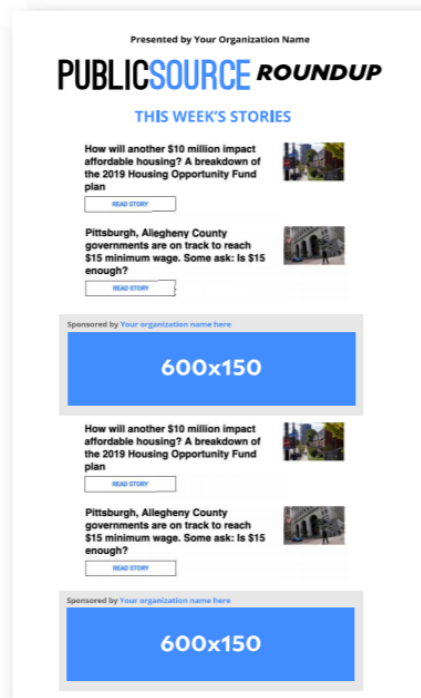
After
 2nd
 story

After final story
\$75

Placement
 at end of
 newsletter

*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.





DEVELOP

PGH



SPONSORSHIP OPPORTUNITIES

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



As a Sponsor

Share your message with thousands of the region's development professionals while showing visible support for local journalism.

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:

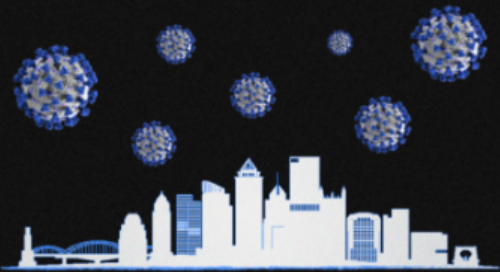
- 1 month: \$600
- 2 months: \$1,000

DevPGH weekly Email Newsletter:

- One issue masthead sponsorship: \$400
- Single inline ad in top position: \$100
- Single inline ad in lower position: \$50

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.



FROM THE SOURCE

PODCAST SPONSORSHIP

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



NONPROFIT & SMALL BUSINESS SUPPORT

PublicSource supports local small businesses and nonprofits through the following programs:

Media Sponsorships **free**

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 **25%**

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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