

LEADERBOARD 728 X 90 px. (10.111 x 1.25 in.)
(rotating position only)



Web Advertising

Call: 724-898-1898 or Email: sales1@pittsburghparent.com • sales2@pittsburghparent.com

Web Ads

- Ad runs monthly (no partial months) and must be paid for in advance
- Ad includes click-thru to your site
- Ad appears anywhere on the page
- Ad rotates with other ads of the same size (no flash ads)

Pittsburgh Parent Magazine print advertisers currently under agreement receive additional discounts: run 3x @10% Off / 6x @15% Off / 12x @20% Off

Additional Web Ad Upgrades

- Home page placement
- Ad with a fixed position (non-rotating)
- Flash/Animation ad (non-rotating)
- Run of Site
- Sponsorships

ISLAND 300 x 250 px.
(4.167 x 3.472 in.)

Other Advertising Opportunities

Directory Listing Upgrades:

Premium Option 2
Featured Option 3

Video Web Ad:

60 second guided tour of your business. Video link provided by client. 1 video link spot available per month. .

Simply upload your video to YouTube or Vimeo or some other video streaming site and paste the embed code generated into an email.

E-Blast: Monthly
Banner (1 space available per mo.)
Tile (6 spaces available per mo.)

Special Print/Web Advertising Sections:

Virtual Camp Expo (February - July)
Virtual Education Expo (March - August)

BANNER (E-BLAST ONLY)

430 X 101 px.
(5.9722 x 1.4028 in.)

VIRTUAL CAMP & EDUCATION EXPO

250 x 250 px.
(3.4722 x 3.4722 in.)

TILE (E-BLAST ONLY)

155 x 129 px.
(2.153 x 1.792 in.)

Terms: Payment due at time of agreement

All ads should be exported as **jpeg/gif** at maximum quality with a resolution of **72 pixels per inch (ppi)** and in **RGB** color.