



Welcome

As a local NorthSide business, you are an important part of the community. The NorthSide of Pittsburgh is rich in cultural activities, sporting events, museums, restaurants and retail establishments. Because of the wealth of activity, the NorthSide Cultural Collaborative is developing an event driven website and magazine, **NORTHSIDE NOW**, to promote the happenings of the area and overall community.



www.northsidenow.com



NOW: At the present time; at this moment; at the time of speaking; on Pittsburgh's Northside...



Advertising packages with North Side Cultural Collaborative



The **NORTHSIDE NOW** magazine is a 42 page event guide that will be issued 3 times throughout the year. This publication will list events, businesses, recreational activities, and attractions at entertainment venues and area restaurants. Along with event listings, the **NORTHSIDE NOW** Magazine brings life to the culture, neighborhoods and establishments with editorial content and imagery in Pittsburgh's NorthSide.

The **NORTHSIDE NOW** website is an exclusive, dynamic, online event and venue resource for tourists, visitors and residents of the NorthSide and will offer the most up to date information from the Collaborative partners, neighborhoods, entertainment and recreation venues.

The North Side Cultural Collaborative is offering **you** an opportunity to become a sponsor and/or advertiser in both the magazine and on the website. Distribution in the sponsors' facilities and among other supporters will increase the exposure of your business/event within the North Side and the city of Pittsburgh. Join us in supporting the **NORTHSIDE NOW!**

Allegheny General Hospital

Pittsburgh Steelers

Children's Museum

New Hazlett Theater

YOU

The Carnegie Science Center

Pittsburgh Pirates

National Aviary

Warhol Museum

The Mattress Factory



Available Print Advertising/Sponsorship Packages

(These packages are a 1-year commitment to the **NORTHSIDE NOW**.)

Platinum

- Includes a 3x, full page insertion (\$2,550)
 - Banner ad rotation on the homepage of the NorthSide Cultural Collaborative website for the entire year (\$1,000)
 - Logo presence in the magazine
- Investment: \$3,000**

Gold

- Includes 3x 1/2 page insertion (\$1,875)
 - Banner ad rotation on the homepage of the NorthSide Cultural Collaborative website for 6 months (\$550)
 - Logo presence in the magazine
- Investment: \$2,000**

Silver

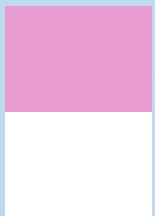
- Includes 4 time, 1/3 page insertion
 - Banner ad rotation on the homepage of the NorthSide Cultural Collaborative website for one quarter (\$375)
- Investment: \$1,200**

Individual Advertising Rates

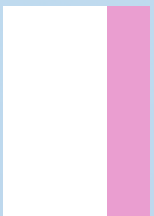
If a package is not for you, there are plenty of a la carte options. There are 3 sizes of banner ads to choose from, 728x90, 125x125, 125x180 with creative options as well as 3 ad sizes for the magazine; full page, 1/2 page and 1/3 page. To learn more about our rates and frequency and other opportunities, please visit www.northsidenow.com.



Full page:
(Size spec)



1/2 page:
(Size spec)



1/3 page:
(Size spec)

PRINT ADVERTISING RATES:

| FREQUENCY | FULL PAGE (SIZE SPEC) | 1/2 PAGE (SIZE SPEC) | 1/3 PAGE (SIZE SPEC) |
|-----------|-----------------------|----------------------|----------------------|
| ➤ 1 | \$1,250 | \$1,000 | \$850 |
| ➤ 2 | \$1,000 | \$850 | \$625 |
| ➤ 3 | \$850 | \$625 | \$500 |

BANNER ADVERTISING

| FREQUENCY | | SIZE | | |
|--------------|-------------|---------|---------|--------|
| | | 728x90 | 125x125 | 125x80 |
| ➤ 1 Quarter | (3 Months) | \$375 | \$285 | \$200 |
| ➤ 2 Quarters | (6 Months) | \$550 | \$500 | \$375 |
| ➤ 3 Quarters | (9 Months) | \$750 | \$675 | \$575 |
| ➤ 1 Year | (12 Months) | \$1,000 | \$900 | \$750 |

For more information,
call 412.231.6500

Corporate Sponsorships

The NorthSide is filled with fun, interesting and educational events and activities. These events and activities would not be possible without the support of local corporations. The NorthSide Cultural Collaborative is offering you an opportunity to become a corporate sponsor of both the **NORTHSIDE NOW** magazine and the website.

3 levels of sponsorship:

Corporate Sponsorships Platinum

- Includes a 3 time, full page insertion (\$2,550)
 - Banner ad rotation on the homepage of the NorthSide Cultural Collaborative website for the entire year (\$1,000)
 - Logo in the table of contents in the magazine
 - Discount coupons for your employees from the cultural sponsors
 - Listing in the magazine as a corporate sponsor
 - 4 sessions of the Cultural Collaborative speaker series
 - New employee "Welcome Packs" from the NCC
- Investment: \$5,000**

Corporate Sponsorships Gold

- Includes 3 time, 1/2 page insertion (\$1,875)
 - Banner ad rotation on the homepage of the NorthSide Cultural Collaborative website for 6 months (\$550)
 - Logo placement within the magazine
 - Listing as a corporate sponsor
 - Discount coupons for your employees from the cultural sponsors
 - New employee "Welcome Packs" from the NCC
- Investment: \$3,000**

Corporate Sponsorships Silver

- Includes 3 time, 1/4 page insertion
 - Banner ad rotation on the homepage of the NorthSide Cultural Collaborative website for one quarter (\$375)
 - Listing as a corporate sponsor
 - Discount coupons for your employees from the cultural sponsors
- Investment: \$2,000**