

Advertising tells the market about your brand, your service, and your values.

Advertising in **DEVELOPING Pittsburgh** builds the name recognition and brand awareness that support your networking and new business activities.



The more often the market sees your logo, the more likely they will remember you when it counts.

Published on behalf of the Pittsburgh Chapter of NAIOP, the commercial real estate development association, **DEVELOPING Pittsburgh** magazine delivers the detailed market data and analysis critical for our regional market's players.

Every edition of **DEVELOPING Pittsburgh** reports the market segment details and trends to watch, plus profiles of the firms and projects that define our market today.



Our readers include:

- 24% Developers, Owners & Investors
- 17% Government & Elected Officials
- 15% Brokers
- 10% Financiers
- 10% Accountants, Attorneys, Architects & Services

DEVELOPING Pittsburgh is also read by government and corporate leaders like the Regional Investors Council, business owners with a large footprint, and selected global and national businesses especially from the natural gas industry.

Support your business development efforts with advertising to raise the market's awareness of your brand and its values.

Brand awareness does not come fast or easy. Consistency and frequency maximize your visibility in the marketplace.



Call 412-837-6971 or email Advertising@TallTimberGroup.com

See digital editions on our website at www.TallTimberGroup.com/developingpittsburgh.htm

DEVELOPING Pittsburgh ...

Develops BUSINESS Develops RELATIONSHIPS Develops IDEAS Develops OPPORTUNITY

"DEVELOPING Pittsburgh gives NAIOP a platform to engage the industry in meaningful dialogue about the issues facing development"
Leo Castagnari, executive director of NAIOP Pittsburgh

Artwork Specifications

	Size	1-issue	2-issues	3-issues
Full page no bleed*	7 7/8" x 9 3/4"	\$1,800	\$1,620	\$1,530
Two-thirds	4 3/4" x 9 3/4"	\$1,260	\$1,134	\$1,071
One-half vertical	3 13/16" x 9 3/4"	\$1,080	\$ 972	\$ 918
One-half horizontal	7 7/8" x 4 3/4"	\$1,080	\$ 972	\$ 918
One-third vertical	2 1/4" x 9 3/4"	\$ 720	\$ 648	\$ 612
One-third horizontal	4 3/4" x 4 3/4"	\$ 720	\$ 648	\$ 612
Inside Covers		\$2,070	\$1,863	\$1,760
Outside Cover		\$2,100	\$1,890	\$1,785

NAIOP Members get a 10% discount off all display ad rates but not a Buyer's Guide listing.
Every full page advertiser gets a Buyer's Guide listing for FREE!
And every half-page advertiser gets one Buyer's Guide listing for just \$200!

Clients don't want to search, they want to FIND!

Find the best business partners in NAIOP Pittsburgh Buyer's Guide.

The Buyer's Guide is in its own section with a 4-column format for your color logo, contact info, and 90-word description of your products and services. For just \$300, we put this listing together and run it in one category of your choice. For additional categories, add \$100 each.

Published in print and online in the Fall Edition of DEVELOPING Pittsburgh, the September issue of BreakingGround, and every edition of our email newsletter BreakingNews, the Buyer's Guide will also be emailed to NAIOP members and reside on our website at TallTimberGroup.com.

Help prospective clients find you in the pages of DEVELOPING Pittsburgh Buyer's Guide! Tell them you want their business.

Categories to choose:

Architect
Civil Engineer
Construction Consultant
Consultant
Contractor
Developer

Document Handling
Economic Development
Engineer
Environmental
Finance
Geotechnical Engineer

Green Building/Energy
Consultant
Interior Designer
Industry/Trade Association
Land Surveyor
Landscape Architect

Maintenance/Service
Contractor
Professional Services
Real Estate Broker



Acceptable Files:

PDF, TIFF, and EPS files from Adobe CS2 and CS3 (Adobe Illustrator, Photoshop, InDesign or Acrobat). All files should be 300 dpi and must be CMYK. All ads can be emailed to the Production Manager at design@carsonpublishing.com or submitted on Mac-compatible CD, DVD or Flash Drives.
*Additional charges will be incurred by the advertiser for creating an ad.

Submit all materials to: **Carson Publishing, Inc.**, 500 McKnight Park Drive, Suite 506 A, Pittsburgh, PA 15237, or design@carsonpublishing.com.

DEVELOPING
Pittsburgh

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