

MEDIA KIT



What is DKPittsburghSports.com?

The site, the first of its kind in the United States, is the independent venture of award-winning columnist Dejan Kovacevic, who left newspapers after 25 years to build his own brand of original online reporting of Pittsburgh's major sports teams. It's supported by subscriptions — 15,300 in the first year — and sponsors.

Who is DK?

Kovacevic, a born and bred Pittsburgher, worked for both of the city's biggest newspapers, 21 years for the Post-Gazette and four for the Tribune-Review, and covered the Steelers, Penguins and Pirates, as well as four Olympics — Athens, Vancouver, London, Sochi — and countless other events. Because of that experience and his longstanding accessibility to readers, he's grown a social media base that no reporter in the city can match. He also appears regularly on KDKA-TV's popular 'Sports Showdown' and as an exclusive on-air contributor for Pittsburgh's iHeartMedia family of radio stations, including WDVE, 105.9 the X and 970 ESPN.



Journalism awards

- National Headliner Awards (national), 2013: Sports columnist, third place.
- Associated Press Sports Editors (national), 2011: Sports columnist, fourth place.
2009: Breaking News, honorable mention.
Project Reporting, honorable mention.
2008: Breaking News, second place.
Project Reporting, third place.
- Keystone Awards (statewide), 2013: Sports columnist, first place.
- Golden Quills of Western Pennsylvania, 2013: Best columnist, first place. 2010: Continuing coverage of Vancouver Olympics, first place. 2009: Sports story, second place. 2000: Sports feature, second place.

Social media following

as of August 1, 2015



139,500+



22,150+

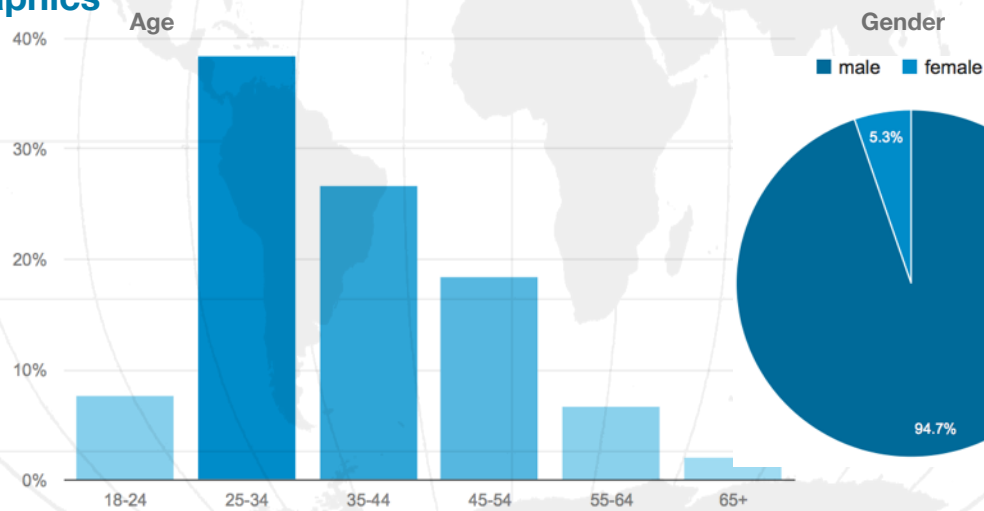


4,350+

Who are our readers?

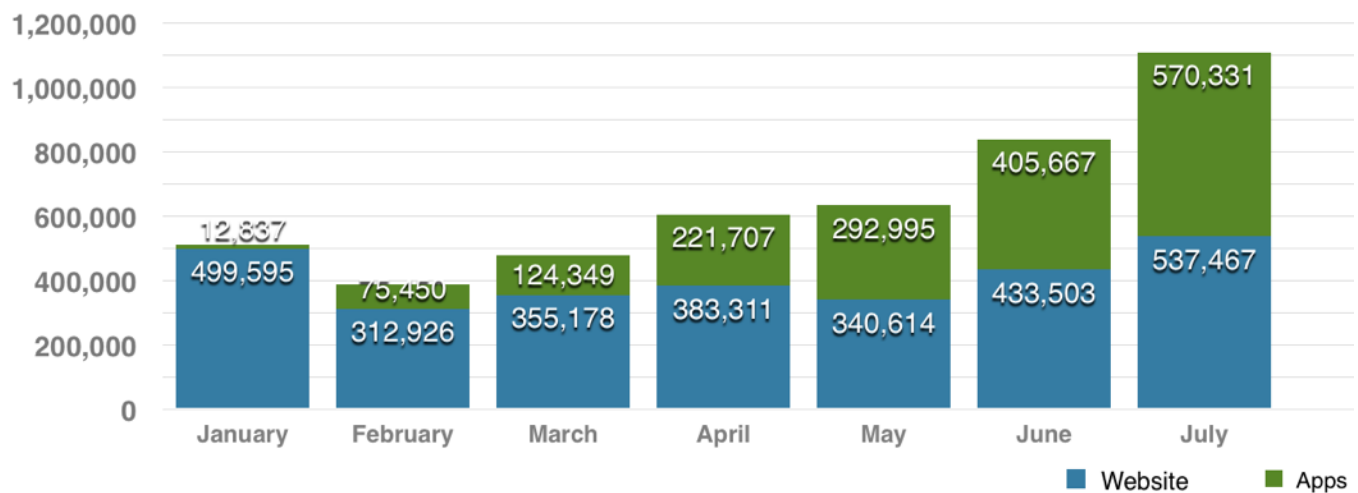
They're avid Pittsburgh sports fans, all ages and both genders, and they're from all over the country and even around the world. We have subscribers from more than two dozen countries. We don't consider ourselves a 'local' site by any means. All our technologies, payment methods and advertising are aimed at Pittsburgh fans everywhere.

Demographics



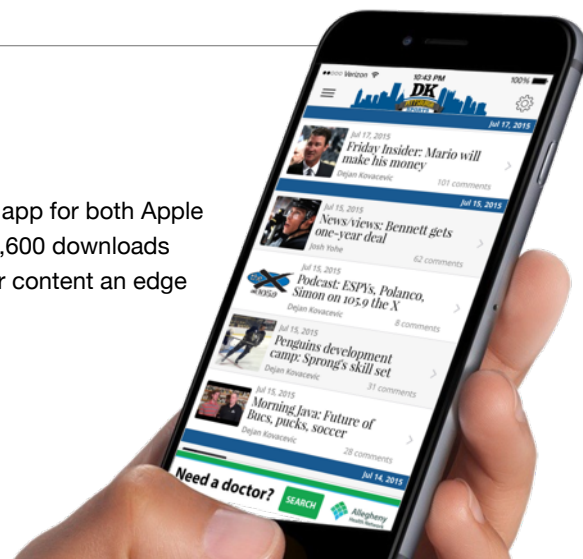
Site stats

Year to date total page views 4,565,930



How are we reaching out?

In addition to our main and mobile sites, we have developed a state-of-the-art app for both Apple and Android users, the best of its kind in the Pittsburgh media market. With 11,600 downloads for iOS and 5,455 for Android, it's also among the most popular. This gives our content an edge for the younger audience.



Advertising opportunities

FULL SPONSORSHIP

Largest ad on the site, down on the right side, displayed on all pages. This level also includes a rotating banner across the bottom of our app. Additional benefits involving social media added.

HOME PAGE ADVERTISING

Placement down the right side of the home page, below any sponsors.

TEAM PAGE ADVERTISING

Placement limited to a specific team page, down the right side, below any sponsors.

MOBILE SITE

Placement atop the mobile site. A maximum of three banner ads will rotate in this position.

SPONSORING A WEEKLY FEATURE

'Brought to you by' stamp as part of the weekly *Five Qs at 5*, *Friday Insider* or *Morning Java* logos.

SPONSORING VIDEOS OR PODCASTS

Short audio or video ad played before a video or podcast starts.

Additional benefits involving social media available upon request.

2015 ADVERTISING RATES	Size in pixels	3 Month	6 Month	12 Month
SPONSORSHIP	300 x 600 & app banner	\$2,500/mo	\$2,250/mo	\$2,000/mo
HOME PAGE AD	300 x 300	\$400/mo	\$350/mo	\$300/mo
	300 x 150	\$300/mo	\$250/mo	\$200/mo
TEAMS PAGE AD	300 x 300	\$200/mo	\$175/mo	\$150/mo
	300 x 150	\$150/mo	\$125/mo	\$100/mo
MOBILE SITE AD	Banner	\$400/mo	\$350/mo	\$300/mo
WEEKLY FEATURE	Stamp/intro	\$150/mo	\$125/mo	\$100/mo



To start advertising with us, please contact us at:
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