

the
Bulletin

Serving Pittsburgh's East End Since 1975

MEDIA KIT 2017



5149 Penn Avenue, Pittsburgh, PA 15224

412-441-6950

www.bloomfield-garfield.org

FROM THE PUBLISHER



Since 1975, the Bloomfield-Garfield Corporation (BGC) has published *The Bulletin* to inform the community about news, events, people, and initiatives in the Bloomfield, Garfield, Friendship, East Liberty, Lawrenceville, and Stanton Heights neighborhoods. Not just a newsletter trumpeting the BGC's own accomplishments, *The Bulletin* covers a broad range of issues affecting all these neighborhoods and has become a powerful tool for social change and community empowerment in the East End of Pittsburgh.

The Bulletin provides a targeted market for advertisers and community groups seeking to reach readers in the city's vibrant and ever-changing East End. This free monthly publication is mailed to a total of 18,000 residents in the covered neighborhoods and to a smaller list of public officials and nonprofit representatives throughout the city. An additional 3,000 copies are available for pick-up at various public venues. An online archive makes the current issue, as well as those dating back to 2007, available to readers on the web, as well. Our readers include community residents, business owners, government officials, local media, and community and neighborhood leaders.

As the publication of a nonprofit organization, *The Bulletin* largely supports itself through advertising revenue. Your ad dollars help us continue to bring this valuable community service to our East End neighborhoods.

This media kit answers your questions about circulation, neighborhoods reached, pick-up locations, ad rates, specifications, and deadlines. Please feel free to contact andrew@bloomfield-garfield.org or 412-441-6950 x13 with additional questions about placing your ad in *The Bulletin*.

Richard Swartz
Executive Director
Bloomfield-Garfield Corporation

Sample Headlines from Past Issues

UPMC Unveils Final Plans for East End Expansion
GA/GI Fest Takes Over Avenue
Busway Station Gets Major Overhaul
Reality TV Winner Sets Down Roots
Buyback Aims to Reduce Gun Violence
Dancer Comes Home to Bloomfield
Arts in Motion Rocks Penn Avenue

Compromise Reached on Grocery Store
Historical Society Hosts Exhibition
In East Liberty, the Play's the Thing
Parade Honors Veterans' Service
From Pop-Up to Permanent
PNC Bank, URA to Finance New Homes
Taking a Fresh Look at Pierogies

The Bulletin By the Numbers

The Bulletin reaches more than 18,000 households and individuals, and an additional 3,000 copies are distributed to businesses and organizations in Lawrenceville, Stanton Heights, East Liberty, Bloomfield, Garfield, and Friendship.

- 15201** Lawrenceville, Stanton Heights and the upper Strip District: reaches more than 6,900 households, available for pickup at 33 locations
- 15206** East Liberty: reaches more than 3,300 households, available for pick-up at 28 locations
- 15224** Bloomfield and Garfield: reaches almost 6,000 households, available for pick-up at 36 locations
- 15232** Shadyside: reaches almost 1,000 households, available for pick-up at UPMC Shadyside Hospital

An additional 750+ copies are mailed to city, county, state and federal officials; foundation officers; nonprofit executives; and members of the media.

Some of the pick-up locations for The Bulletin:

Whole Foods Market, *East Liberty*
AAA Motor Square Garden, *East Liberty*
Bloomfield-Garfield Family Health Center, *Garfield*
Eastside Neighborhood Employment Center,
Garfield
Crazy Mocha, *Bloomfield*
Lot 17, *Bloomfield*

Rite Aid, *Friendship*
Pittsburgh Montessori School, *Friendship*
Valley View Presbyterian Church, *Stanton Heights*
Children's Hospital of Pittsburgh of UPMC,
Lawrenceville
Round Corner Cantina, *Lawrenceville*

... just to name a few!

Bulletin Circulation & Demographics

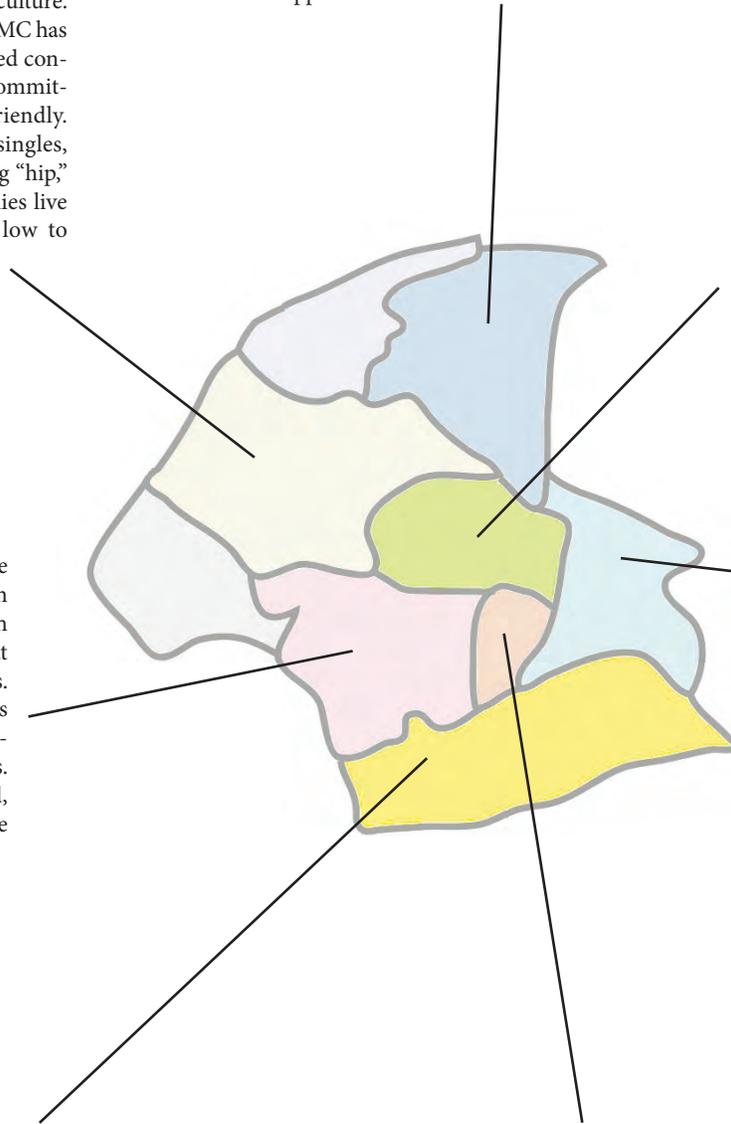
LAWRENCEVILLE is often described as Pittsburgh's "up-and-coming" neighborhood and, like Friendship and Garfield, is home to a vibrant arts culture. The Children's Hospital of Pittsburgh of UPMC has relocated to this area, and its LEED-certified construction showcases the neighborhood's commitment to being environmentally friendly. Lawrenceville is home to many young singles, which contributes to its reputation of being "hip," but many older residents and young families live here as well. Income levels range from low to upper-middle.

STANTON HEIGHTS is a small, residential neighborhood with no commercial activity. The result is a quiet area with little traffic, and very few young residents. The population is mostly between the ages of 35 and 60, and the area is heavily populated with families and small children. The income level ranges from middle to upper-middle.

GARFIELD is a neighborhood on the rise again, as affordable housing – both rehabs and new construction – and commercial space draw a mix of artists, creative workers, and low- to middle-income families. The neighborhood is home to many children between the ages of 5 and 14, most living in single-family households. The commercial district of Penn Avenue boasts numerous art galleries and several upscale restaurants, such as Salt of the Earth and Verde Mexican Kitchen + Cantina, as well as several family-run eateries.

BLOOMFIELD is sometimes called the "Little Italy" of Pittsburgh, but it has both German and Italian roots. It is an urban area with narrow streets packed with row houses that are home to both young singles and families. It is usually described as a middle-class neighborhood, but the incomes of its residents vary greatly from lower to upper-class. Liberty Avenue runs through Bloomfield, and is full of Italian grocery stores, coffee shops, and restaurants of all kinds.

EAST LIBERTY has undergone extensive rehabilitation efforts, and today has a busy, revitalized commercial area. The neighborhood is home to both families and young singles, many of whom are between the ages of 30 and 34, with low to moderate incomes. There is also a sizable elderly population. The neighborhood is home to Whole Foods, Target, The Home Depot and Google's Pittsburgh offices, which have contributed to the neighborhood's rehabilitation, as well as restaurants such as Union Pig & Chicken and Spoon.



SHADYSIDE boasts multiple commercial districts, with chains such as Apple and Victoria's Secret, as well as mom-and-pop stores and restaurants along its Walnut, South Highland and Ellsworth corridors. Because of its proximity to Oakland, Pittsburgh's educational district, there is a large population of students and young singles renting apartments. The income in the neighborhood varies greatly, from low-income to upper-class and everything in between.

FRIENDSHIP is known for its grand Victorian homes, but it also features loft apartments that house its very large population of single individuals between the ages of 22 and 29. The residents of the quiet neighborhood range from low- to upper-middle income. Despite its small size, this neighborhood maintains a commitment to the arts through The Alloy Theater and the Pittsburgh Glass Center and illustrates its commercial value through a brand new ALDI on Baum Boulevard.

the Bulletin



Advertising Rates 2017

AD SIZE (see next page for exact measurements)

		FULL	1/2	5/16	1/4	3/16	1/8	1/16
F R E Q U E N C Y	1x	\$960	\$499	\$335	\$270	\$220	\$165	\$95
	4x	\$870	\$435	\$284	\$235	\$176	\$135	\$79
	6x	\$797	\$399	\$268	\$211	\$169	\$120	\$73
	12x	\$740	\$380	\$245	\$199	\$159	\$110	\$63

Notes

Rates above are per insertion and are based on client-supplied, camera-ready artwork in PDF, JPG, or TIFF format, b/w, 300 dpi. A production fee (a minimum of \$50, depending on size) will be charged for changes to camera-ready ads or for design/layout of advertisements that are not camera-ready.

Additional charges for color ads will be applied as follows, per insertion: \$10 for 1/16 and 1/8 page ads; \$25 for 3/16, 1/4, and 5/16 page ads; \$50 for 1/2 page; and \$100 for full-page ads.

The publisher accepts no responsibility for claims made by advertisers, nor will the publisher be financially liable for errors in advertising regardless of fault, beyond the cost of the ad itself. The Bulletin reserves the right to refuse advertising for any reason. Ads that do not have the correct measurements will be reduced to fit, and a production fee may be charged. CREDIT CARD LOGOS ARE PROHIBITED, as are ads for credit, debit, or charge cards; insurance policies; and/or travel arrangements.

See next page for ad measurements.

Bulletin Ad Measurements

		Width	Height			Width	Height
	Full Page	10-1/4"	13"		1/4 page Vert	2-3/8"	12-5/8"
	1/2 page Vert.	5"	12-5/8"		1/4 page Horiz.	10-1/4"	3"
	1/2 page Horiz.	10-1/4"	6-1/8"		3/16 page Square	5"	5"
	5/16 page	5"	8"		1/8 page Vert.	2-3/8"	6-1/8"
	1/4 page block	5"	6-1/8"		1/8 page Horiz.	5"	3"
					1/16 page	2-3/8"	3"

The Bulletin - 2017 Editorial Calendar

February 2017 Issue

Ad reservations/contracts due: Jan. 9

Ad copy deadline: Jan. 17

Files to printer: Jan. 26

Copies mailed: Jan. 27

March 2017 Issue

Ad reservations/contracts due: Feb. 10

Ad copy deadline: Feb. 15

Files to printer: Feb. 23

Copies mailed: Feb. 24

April 2017 Issue

Ad reservations/contracts due: March 10

Ad copy deadline: March 13

Files to printer: March 23

Copies mailed: March 24

May 2017 Issue

Ad reservations/contracts due: April 10

Ad copy deadline: April 14

Files to printer: April 25

Copies mailed: April 26

June 2017 Issue

Ad reservations/contracts due: May 8

Ad copy deadline: May 12

Files to printer: May 24

Copies mailed: May 25

July 2017 Issue

Ad reservations/contracts due: June 12

Ad copy deadline: June 16

Files to printer: June 26

Copies mailed: June 27

August 2017 Issue

Ad reservations/contracts due: July 10

Ad copy deadline: July 14

Files to printer: July 25

Copies mailed: July 26

September 2017 Issue

Ad reservations/contracts due: Aug. 11

Ad copy deadline: Aug. 14

Files to printer: Aug. 28

Copies mailed: Aug. 29

October 2017 Issue

Ad reservations/contracts due: Sept. 11

Ad copy deadline: Sept. 15

Files to printer: Sept. 27

Copies mailed: Sept. 28

November 2017 Issue

Ad reservations/contracts due: Oct. 13

Ad copy deadline: Oct. 16

Files to printer: Oct. 25

Copies mailed: Oct. 26

December 2017 Issue

Ad reservations/contracts due: Nov. 6

Ad copy deadline: Nov. 10

Files to printer: Nov. 20

Copies mailed: Nov. 21

January 2018 Issue

Ad reservations/contracts due: Dec. 5

Ad copy deadline: Dec. 8

Files to printer: Dec. 20

Copies mailed: Dec. 21