EDGECLICK
ADVERTISING

MEDIA KIT

PITTSBURGH METRO AREA
2026-2027

EDGECLICK ADVERTISING

Introduction

Dear Future Partner,

Thank you for your interest in EDGEclick Advertising! We offer a great option for marketing your business, product, or service to your local community, while supporting public education in the Pittsburgh area.

We work with nearly 30 school districts in the Greater Pittsburgh area, and you can advertise on as many or as few as you would like! Our advertising is sold on a cost-per-one-thousand (CPM) basis, so you can be as agressive or as budget conscious as you would like! The pricing in this kit is simplified so as to put a basic dollar figure on standard campaigns. Larger campaigns, targeting multiple districts or areas, will receive lower CPM rates. We also offer discounts for non-profit companies as well.

EDGEclick Advertising is locally owned and operated, headquartered in Ellwood City, Pennsylvania.

In the following pages you will find information about all of our participating districts, arranged by county. Districts from separate counties can be combined into the same campaign; campaigns are no limited to the county-wide or individual districts referenced. If you would like more information or would like to have a customized proposal prepared, that is what we are here for! Please reach out to me directly to get started!

Best regards,

Bob Phillips
Network Operations Manager
724-201-0382
bphillips@tpedesign.net

A New Trend In Digital Advertising

Since our inception, the EDGEclick Advertising network has consistently produced click-through rates at 150-200% of industry standard.

Schools Are In The Community

By participating, you spend your advertising dollars on a more viable, dynamic, and reportable product that displays your business as a supporters of local school districts.

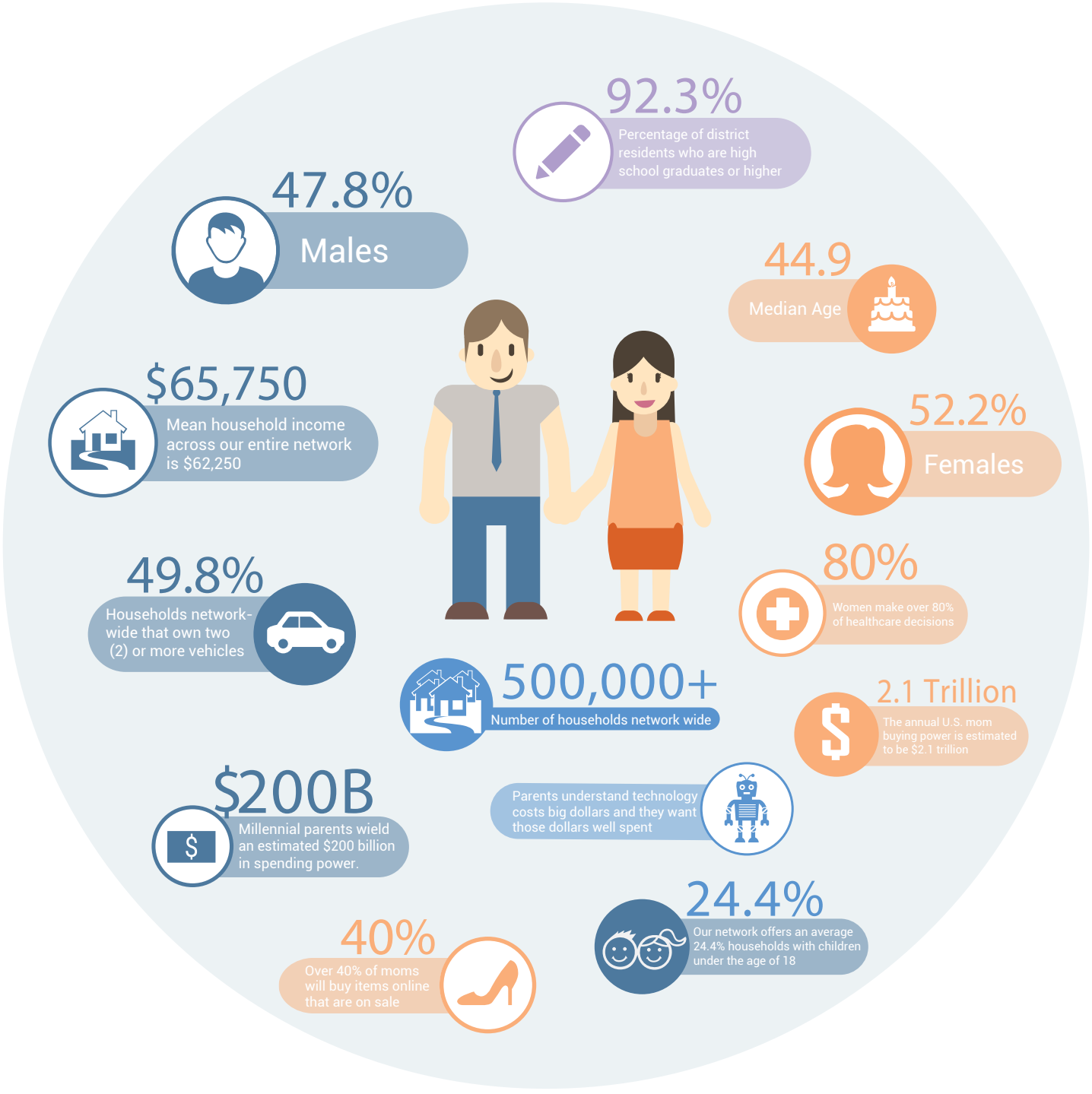
Affordable And Effective Investment

Research shows that online ads increase brand awareness and purchase intent in addition to creating direct response. Our network response rate is 30% times higher than industry average.

EDGECLICK ADVERTISING

Our Audience

When you choose to advertise with EDGEclick Advertising, you are reaching a hypertargeted demographic of parents and guardians that are prime candidates holding purchasing decision power and influence in the household. Furthermore, our network reaches additional end users such as local district faculty, community members, and students - all of which may become prime candidates for your product or service.



EDGECLICK ADVERTISING

Participating Districts

GREATER PITTSBURGH AREA

ARMSTRONG
Armstrong County
2024

AMBRIDGE AREA
Beaver County
2013

BALDWIN-WHITEHALL
Allegheny County
2015

BEAVER AREA
Beaver County
2015

BLACKHAWK
Beaver County
2015

BUTLER AREA
Butler County
2013

CARLYNTON
Allegheny County
2026

CENTRAL VALLEY
Beaver County
2013

CHARTIERS VALLEY
Allegheny County
2019

ELIZABETH-FORWARD
Allegheny County
2021

ELLWOOD CITY
Lawrence County
2020

FREEPORT AREA
Armstrong County
2017

GROVE CITY
Mercer County
2024

HAMPTON TOWNSHIP
Allegheny County
2021

HOPEWELL AREA
Beaver County
2018

KARNS CITY AREA
Butler County
2013

LAUREL AREA
Lawrence County
2024

LAW. CO CAREER
Lawrence County
2024

LEECHBURG AREA
Armstrong County
2013

MOHAWK AREA
Lawrence County
2024

MONITEAU
Butler County
2024

NEW BRIGHTON AREA
Beaver County
2013

NEW CASTLE AREA
Lawrence County
2016

NORTH HILLS
Allegheny County
2014

NORWIN
Westmoreland County
2019

PENN HILLS
Allegheny County
2016

PITTSBURGH PUBLIC
Allegheny County
2020

RIVERSIDE BEAVER CO.
Beaver County
2018

SENECA VALLEY
Butler County
2013

SHARPSVILLE AREA
Mercer County
2015

SHENANGO AREA
Lawrence County
2024

KNOCH
Butler County
2013

UNION AREA
Lawrence County
2024

WEST MIDDLESEX AREA
Mercer County
2016

WOODLAND HILLS
Allegheny County
2016

EDGECLICK ADVERTISING

Coverage & Rates

Allegheny/Washington Westmoreland Counties

BALDWIN-WHITEHALL
Allegheny County
2015

CARLYNTON
Allegheny County
2026

CHARTIERS VALLEY
Allegheny County
2019

ELIZABETH-FORWARD
Allegheny County
2021

HAMPTON TOWNSHIP
Allegheny County
2021

NORTH HILLS
Allegheny County
2014

NORWIN
Westmoreland County
2019

PENN HILLS
Allegheny County
2016

PITTSBURGH PUBLIC
Allegheny County
2020

WOODLAND HILLS
Allegheny County
2016

Individual Districts	Avg. Monthly Traffic	Ad Units Available	CPM	Share of Voice (approx.) 5%	10%	15%
Baldwin-Whitehall School District www.bwschools.net	50,000	728x90 Leaderboard	$12.00	$30/mo	$60/mo	$90/mo
Carlynton School District www.carlynton.net	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$180/mo
Chartiers Valley School District www.cvsd.net	200,000	728x90 Leaderboard	$12.00	$120/mo	$240/mo	$360/mo
Elizabeth-Forward School District www.efsd.net	200,000	728x90 Leaderboard	$12.00	$120/mo	$240/mo	$360/mo
Hampton Township School District www.ht-sd.org	200,000	728x90 Leaderboard	$12.00	$120/mo	$240/mo	$360/mo
North Hills School District www.nhsd.net	200,000	728x90 Leaderboard	$12.00	$120/mo	$240/mo	$360/mo
Norwin School District www.norwinsd.org	200,000	728x90 Leaderboard	$12.00	$120/mo	$240/mo	$360/mo
Penn Hills School District www.phsd.k12.pa.us	150,000	728x90 Leaderboard	$12.00	$90/mo	$180/mo	$270/mo
Pittsburgh Public Schools www.pghschools.org	1,000,000	728x90 Leaderboard	$12.00	$600/mo	$1,200/mo	$1,800/mo
Woodland Hills School District www.whsd.net	250,000	728x90 Leaderboard	$12.00	$150/mo	$300/mo	$450/mo

**Discounts available for multiple schools and longer terms. *Minimum commitment $500.00 to qualify for complimentary ad design services.*

EDGEclick Advertising ▪ PO Box 576, Ellwood City, PA 16117 ▪ 724.752.5552 ▪ www.edgeclick.net

EDGECLICK ADVERTISING

Coverage & Rates

Beaver County

AMBRIDGE AREA
Beaver County
2013

BEAVER AREA
Beaver County
2015

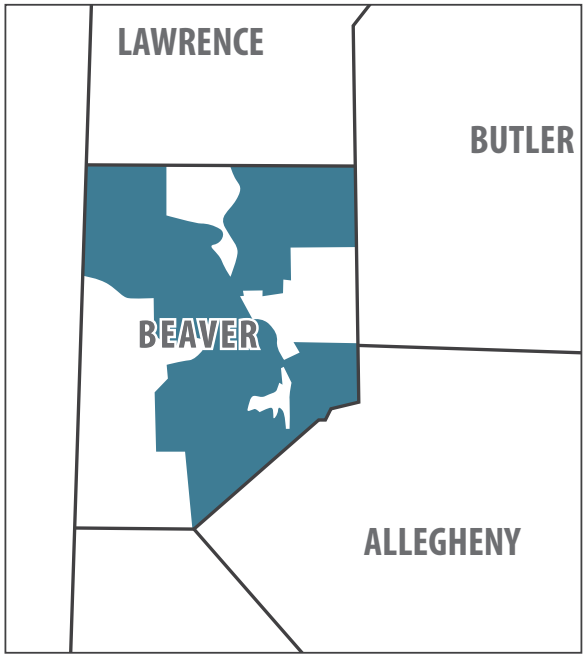
BLACKHAWK
Beaver County
2015

CENTRAL VALLEY
Beaver County
2013

HOPEWELL AREA
Beaver County
2018

NEW BRIGHTON AREA
Beaver County
2013

RIVERSIDE BEAVER CO.
Beaver County
2018



Individual Districts	Avg. Monthly Traffic	Ad Units Available	CPM	Share of Voice (approx.) 5%	10%	15%
Ambridge Area School District www.ambridge.k12.pa.us	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$180/mo
Beaver Area School District www.basd.k12.pa.us	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$180/mo
Blackhawk School District www.bsd.k12.pa.us	200,000	728x90 Leaderboard	$12.00	$120/mo	$240/mo	$360/mo
Central Valley School District www.centralvalleysd.org	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$180/mo
Hopewell Area School District www.hopewellarea.org	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$180/mo
New Brighton Area School District www.nbasd.org	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$180/mo
Riverside Beaver Co. School District www.riverside.k12.pa.us	50,000	728x90 Leaderboard	$12.00	$30/mo	$60/mo	$90/mo

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EDGECLICK ADVERTISING

Coverage & Rates

Butler/Armstrong/Mercer Counties

ARMSTRONG
Armstrong County
2024

BUTLER AREA
Butler County
2013

FREEPORT AREA
Armstrong County
2017

GROVE CITY
Mercer County
2024

KARNS CITY AREA
Butler County
2013

LEECHBURG AREA
Armstrong County
2013

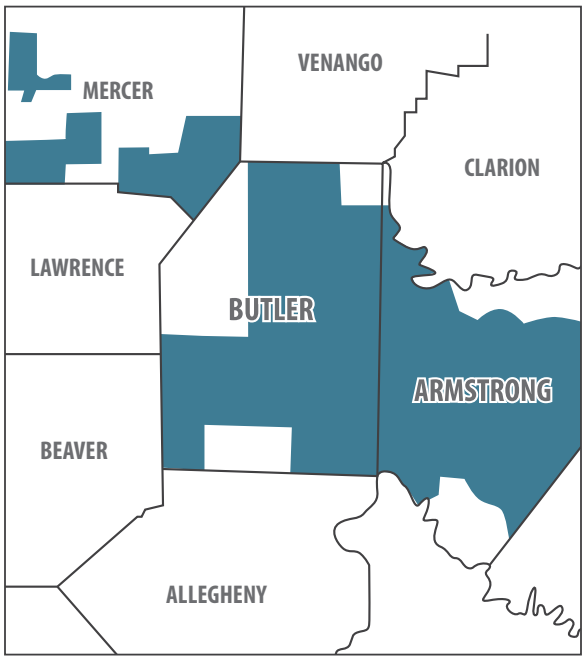
MONITEAU
Butler County
2024

SENECA VALLEY
Butler County
2013

SHARPSVILLE AREA
Lawrence County
2015

SOUTH BUTLER COUNTY
Butler County
2013

WEST MIDDLESEX AREA
Lawrence County
2016



Individual Districts	Avg. Monthly Traffic	Ad Units Available	CPM	Share of Voice (approx.) 5%	10%	15%
Armstrong School District www.asd.k12.pa.us	300,000	728x90 Leaderboard	$12.00	$180/mo	$360/mo	$540/mo
Butler Area School District www.basdk12.org	250,000	728x90 Leaderboard	$12.00	$150/mo	$300/mo	$450/mo
Freeport Area School District www.freeport.k12.pa.us	50,000	160x60 Tower	$12.00	$30/mo	$60/mo	$120/mo
Grove City School District www.grovecity.k12.pa.us	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$240/mo
Karns City Area School District www.kcasdk12.org	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$240/mo
Leechburg Area School District www.leechburg.k12.pa.us	50,000	728x90 Leaderboard	$12.00	$30/mo	$60/mo	$120/mo
Moniteau School District www.moniteau.k12.pa.us	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$240/mo
Seneva Valley School District www.svsd.net	750,000	728x90 Leaderboard	$12.00	$450/mo	$900/mo	$1,350/mo
Sharpsville Area School District www.sharpsville.k12.pa.us	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$240/mo
South Butler Co. School District www.southbutler.org	100,000	728x90 Leaderboard	$12.00	$60/mo	$120/mo	$240/mo
West Middlesex School District www.wmasd.k12.pa.us	50,000	728x90 Leaderboard	$12.00	$30/mo	$60/mo	$120/mo

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EDGECLICK ADVERTISING

Coverage & Rates

Lawrence County

ELLWOOD CITY
Lawrence County
2020

LAUREL AREA
Lawrence County
2024

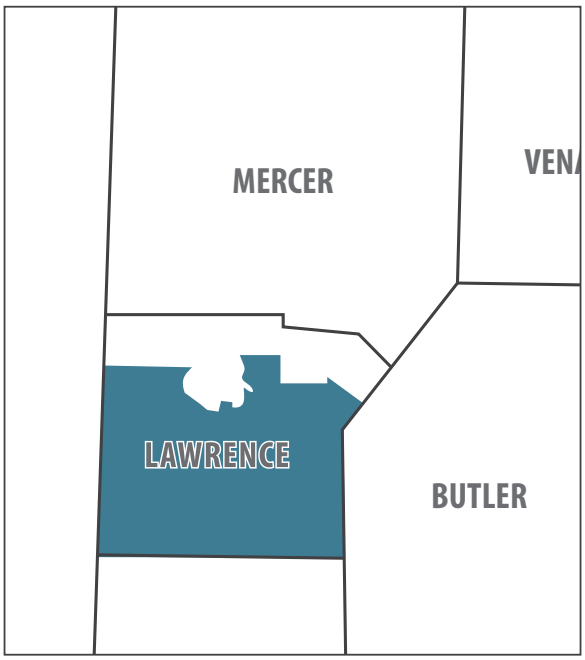
LAW. CO. CAREER
Lawrence County
2024

NEW CASTLE AREA
Lawrence County
2016

MOHAWK AREA
Lawrence County
2024

SHENANGO AREA
Lawrence County
2024

UNION AREA
Lawrence County
2016



ADVERTISING SPACE AVAILABLE ON THE *OFFICIAL* WEBSITES OF 7 LAWRENCE COUNTY PUBLIC SCHOOLS

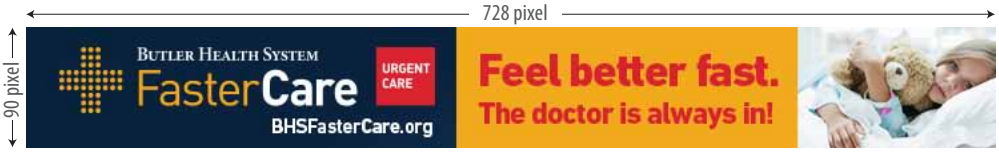
CONSORTIUM OF
LAWRENCE COUNTY
SCHOOL DISTRICTS

- **10 ad slots available on each site, with each slot receiving a 10% share-of-voice**
- **Each slot is only $1,500 per year, per slot, per school -OR- Support all 7 districts for only $7,000 per year**

Ad Sizes & Examples

IAB INDUSTRY STANDARD ADVERTIZEMENT SIZE EXAMPLES

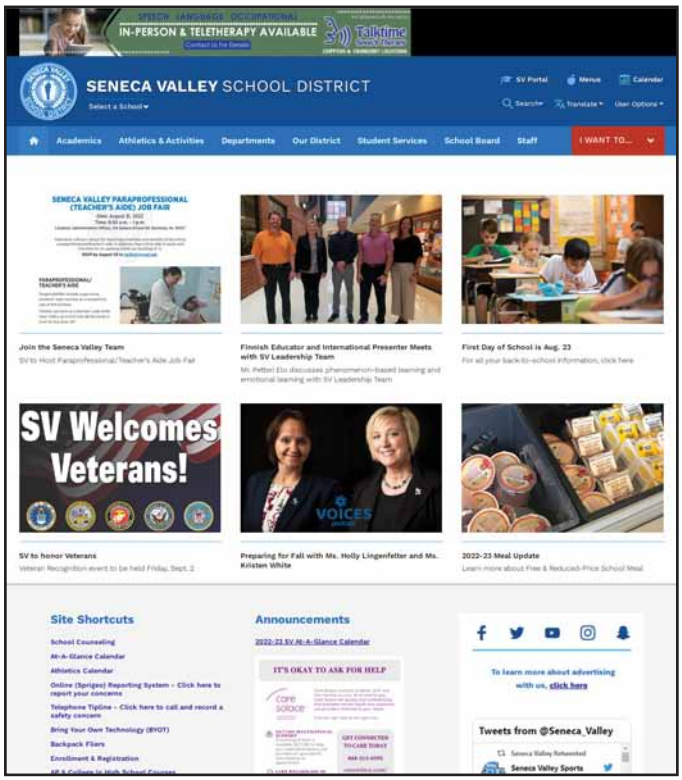
Skyscraper (160 pixel by 600 pixel)



Leaderboard (728 pixel by 90 pixel)

NOTABLE ADVERTISERS:

Allegheny County Parks · Butler Health System — Live better. Every day. · Carnegie Science Center · CCAC Community College of Allegheny County · GEICO · La Roche College · RE/MAX · Ryan Homes · Thiel College



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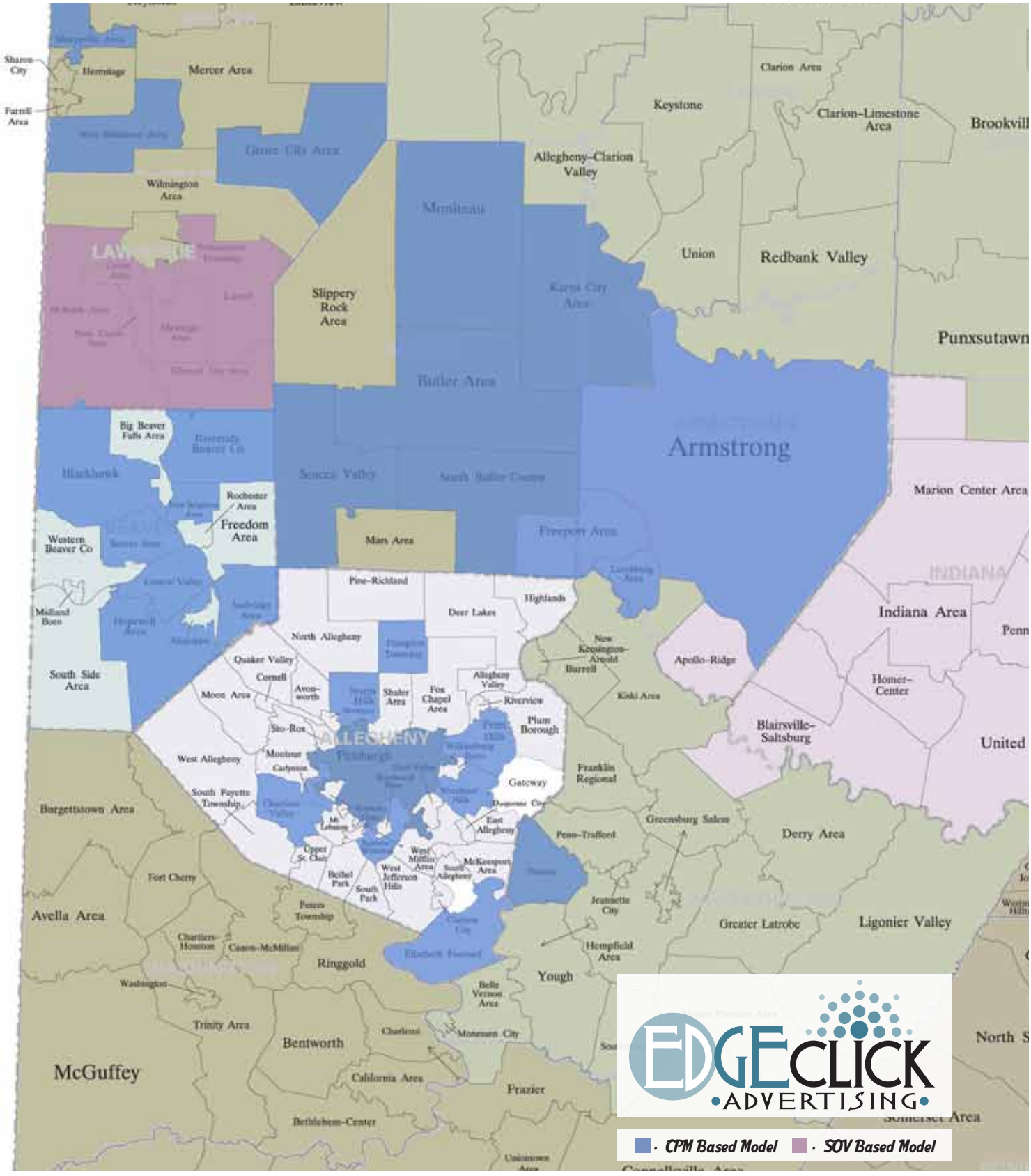
Our Advertising Reach