



Advertising Upgrades and Enhancements

January 1, 2008

- All advertising (except 1/12 and classifieds) now printed in full-color
- All previous regular color ads reduced from 10% to 25%
- New 8x rates to offer the highest discounts for loyal customers
- New 4x and 8x rates for specialty page advertising

Pricing Rollbacks

Minimum Savings

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|--|--------|
| • Previous color full page \$2000 vs. new color full page \$1800 | \$ 200 |
| • Previous front cover underwriting \$3200 vs. new cover underwriting \$2500 | \$ 700 |
| • Previous 4-page centerfold \$6500 vs. new 4 page centerfold \$6000 | \$ 500 |
| • Previous 2-page centerfold \$4500 vs. new 2 page centerfold \$3500 | \$1000 |
| • Previous free-float insert \$2900 vs. new free-float insert \$2100 | \$ 800 |

Great Deals

- Previous staple-in \$3000 vs. new staple-in (\$1000) with whole page ad (\$1800) \$ 200
- Front cover packages offer up to two inside pages for editorial content
- USC color ads (all sizes) beat the prices of local competitive community magazine color ads
- USC color ads 1/2, 1/3, or 1/4 page (8X) match the price of competitive magazine black & white ads
- Free one-hour graphic design for all advertisers

The UPPER ST. CLAIR TODAY Advantage

- A quality, premier community publication since 1994
- Pittsburgh's only South Hills area magazine that is both non-partisan and non-profit, operated jointly by the Township and School District of Upper St. Clair
- Reaches more than 20,000 residents, with a median household income of over \$87,500
- Residents look for and rely on UPPER ST. CLAIR TODAY each quarter for information on community events and school activities, as well as local interest articles. The magazine is also used by residents to help them select services offered by our advertisers.