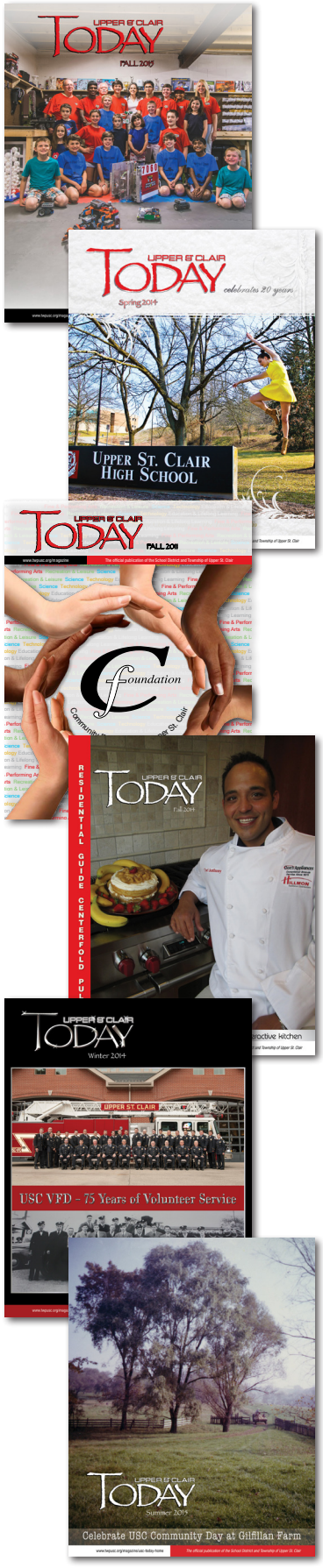


UPPER & CLAIR TODAY

The award-winning, official publication of the School District and Township of Upper St. Clair since 1994

TODAY is Pittsburgh's only South Hills community magazine that is both non-partisan and non-profit, operated jointly by the township and the school district.

TODAY reaches more than 20,000 residents.

Residents look for and rely on **TODAY** each quarter for information on community events and school activities, as well as local interest articles. **TODAY** is also used by residents to help them select services offered by our advertisers.

TODAY places each of its quarterly issues (in its entirety) on the web at www.twpusc.org/magazine/usc-today-home. Read our online magazine, anytime, anywhere and be "in the know"—with live website and email links.

In publication since 1994, **TODAY** remains one of the most recognized and award-winning magazines in the South Hills. Offering the most affordable excellence in advertising, **TODAY** is the quality difference in local publications.

Experience the **TODAY** difference!

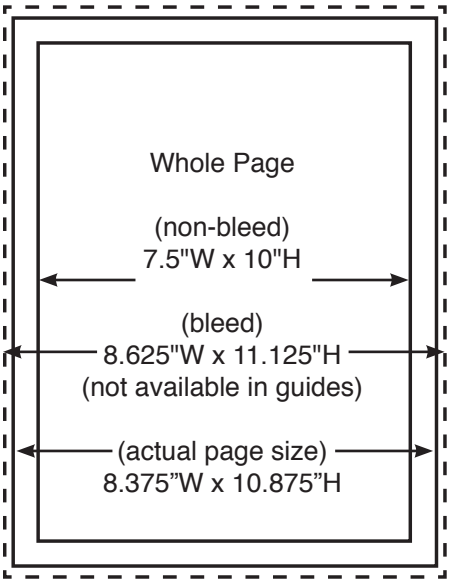
SIMPLIFY
Be seen in '16
UPPER & CLAIR TODAY

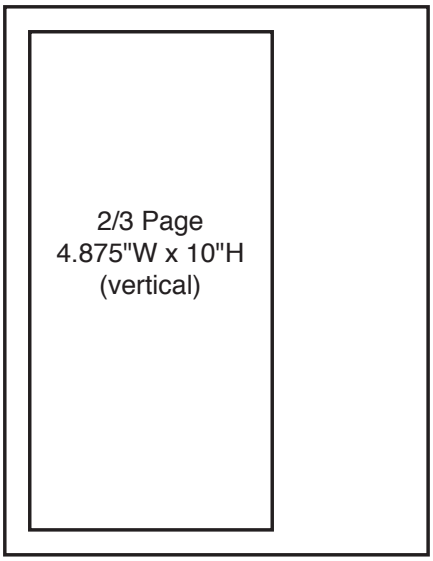
1820 McLaughlin Run Road
Upper St. Clair, PA 15241
p) 412.833.1600 ext 2284
f) 412.851.2592
www.twpusc.org/magazine/usc-today-home
usctoday@uscsd.k12.pa.us

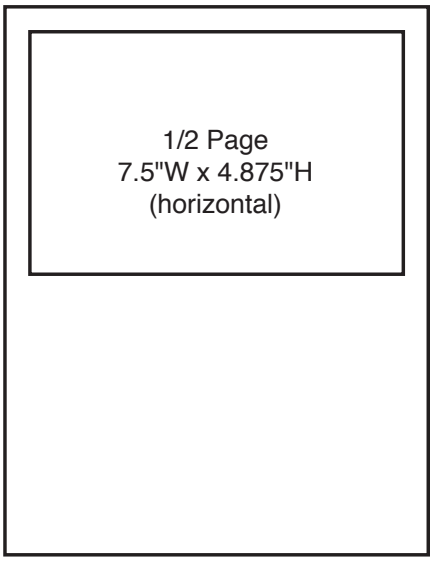
UPPER ST CLAIR TODAY

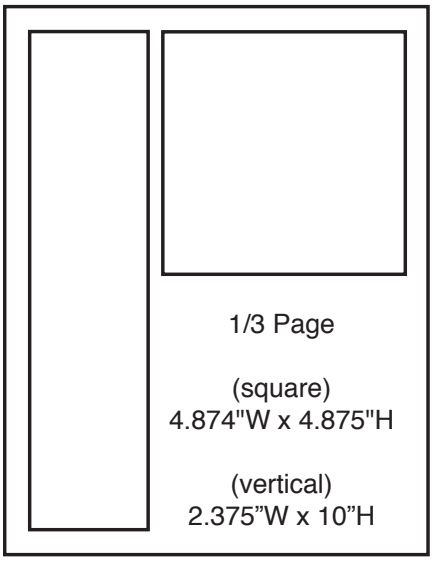
Ad Size Specifications

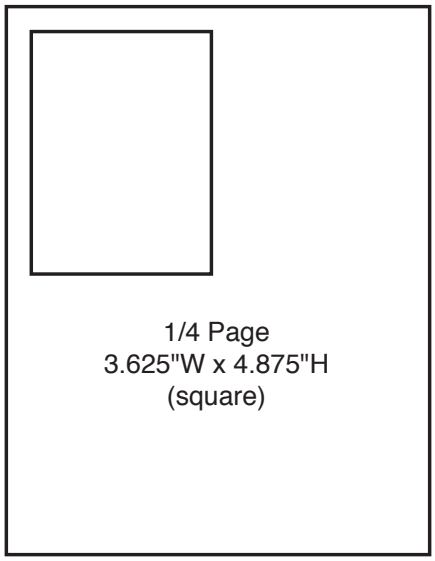
www.twpusc.org/magazine/usc-today-home
412.833.1600, ext 2284 • usctoday@uscsd.k12.pa.us

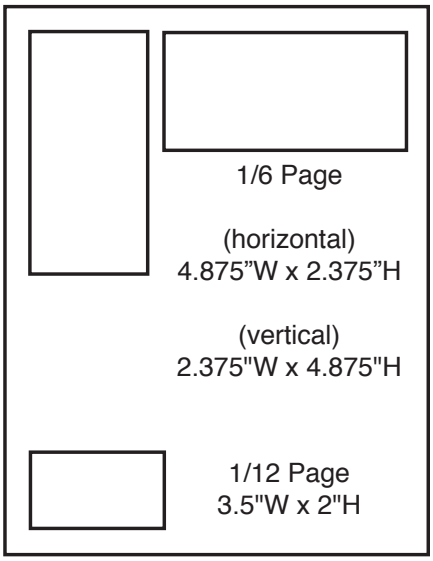












Reservation Deadlines

UPPER ST. CLAIR TODAY is published on a quarterly basis, and includes specialty guide advertising in each issue.

Issue Street Date	Ad Space Reservation Deadlines *Unless otherwise extended	Specialty Guides
Spring *(Early March)*	January 2	Home Improvement, Celebration, Dining
Summer *(Mid May)*	March 1	Home & Garden, Summer Activities, Dining
Fall *(Mid August)*	June 1	Educational Resource, Health & Wellness, Dining
Winter *(Mid November)*	September 1	Life Planning, Holiday, Dining

The purchased cover of **TODAY**, sponsored or underwritten, reflects life in Upper St. Clair.
Inserts (staple-in and free float) are also available. Call for rates, policy guidelines, and details.

UPPER & CLAIR TODAY

Advertising Rate Schedule

www.twpusc.org/magazine/usc-today-home
412.833.1600, ext 2284 • usctoday@uscsd.k12.pa.us

Ad Size Rate	1/2X	3/4X	8X
Whole Page	$1,620	$1,485	$1,420
2/3 Page	$1,010	$ 865	$ 810
1/2 Page	$ 865	$ 740	$ 675
1/3 Page	$ 620	$ 540	$ 470
1/4 Page	$ 515	$ 440	$ 405
1/6 Page	$ 390	$ 330	$ 310
1/12 Page	$ 225	$ 200	$ 190
Front Cover Sponsor/Underwriter	$3,500/$2,500		
Inside Front Cover	$1,980	$1,750	$1,620
Inside Back Cover	$1,890	$1,660	$1,530
Outside Back Cover	$2,460	$2,115	$1,950
Ad Sizes	**Width**	**Height**	
Whole Page (bleed)	8.625"	11.125"	
Whole Page (non-bleed)	7.5"	10"	
2/3 Page (vertical)	4.875"	10"	
1/2 Page (horizontal)	7.5"	4.875"	
1/3 Page (vertical)	2.375"	10"	
1/3 Page (square)	4.875"	4.875"	
1/4 Page (square)	3.625"	4.875"	
1/6 Page (vertical)	2.375"	4.875"	
1/6 Page (horizontal)	4.875"	2.375"	
1/12 Page	3.5"	2"	
* 2-Page and 4-Page centerfold and insert rates available upon request.			

Advertising Requirements

Additional graphic design fee applies for newly created or altered 1/2X ads at $25 per 15 minute increments.

Accepted ad file formats
Program applications:
InDesign CS6
Quark Xpress 7
Illustrator CS6
PhotoShop CS6

File types:
.ai
.eps
.pdf (print quality)
.jpg (300 dpi or higher)
.indd
.tif (300 dpi or higher)

NOT Accepted:
Corel Draw,
Microsoft Publisher, Paintbrush Pro,
Power Point, Print Shop, Microsoft
Word, Corel WordPerfect,
Photos/logos taken from websites.

*Include all fonts, linked photos and logos.

*Emailed files must be no larger than 10MB.

Email ad to your Sales Representative:
Lynn Dempsey
ldempsey@uscsd.k12.pa.us
Colleen DeMarco
cdemarco@uscsd.k12.pa.us

Graphic Designer:
Dorothy Clark
dclark@ uscsd.k12.pa.us
412-824-7844

UPPER ST CLAIR TODAY

Township Of Upper St. Clair Demographics

- The average Upper St. Clair household enjoys a median family income of over $112,828.
- 66.9% of adult residents attended college and 59.6% are employed in professional, managerial, technical or administrative occupations.
- Upper St. Clair is home to some of the largest and most expensive housing in metropolitan Pittsburgh, with a median home value of $236,400.
- 81.7% of Upper St. Clair residents have lived in the township for ten years or more, while many new and diverse families continue to move into this community for its award-winning school district and highly-regarded township services.

Data Source: U.S. 2010 Census

UPPER ST. CLAIR TODAY Distribution

- **TODAY** reaches more than 20,000 people and is mailed, free of charge, to every home and business in Upper St. Clair, Pennsylvania.
- **TODAY** is mailed to every advertiser and corporate marketing agency that advertises in the publication (approximately 100+ advertisers represented in each issue).
- **TODAY** is used in the informational packets of the Upper St. Clair School District and the Township of Upper St. Clair, and is given to families and individuals who are considering moving and relocating to Upper St. Clair.
- **TODAY** is distributed by the South Hills real estate community, who use **TODAY** in their marketing packets to present a comprehensive and distinctive evaluation of the Township of Upper St. Clair to potential buyers of Upper St. Clair homes and businesses.
- **TODAY** is distributed to local bookstores, the Township of Upper St. Clair Library, the reception and administrative areas of the township and school district, as well as to local medical and professional buildings for display in their reception areas.

UPPER ST. CLAIR TODAY Policies

Advertising: TODAY is a non-partisan and non-profit community magazine dedicated to promoting the Township and School District of Upper St. Clair and its residents. The publishers reserve the right to reject advertising and articles that are inconsistent with the objectives, image, and aesthetic standards of the magazine and its mission.

Ad Approvals and Cancellations: It is the responsibility of the advertiser/agency to proofread and approve the ad(s) prior to being submitted for print. For ad cancellation, the advertiser/agency must acknowledge cancellation in writing prior to the cancellation date to avoid charges or placement of ad.

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