TODAY is Pittsburgh's only South Hills community magazine that is both non-partisan and non-profit, operated jointly by the Township and School District of Upper St. Clair.

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 or searching “upper st clair today” on issuu.com. Read our online magazine, anytime, anywhere and be “in the know”— with live website and email links.

TODAY’s Facebook page keeps you up-to-date with important information between issues.

In print 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!

1820 McLaughlin Run Road
Upper St. Clair, PA 15241
p) 412.833.1600 ext 2284
f) 412.851.2592

Website: www.twpusc.org/magazine/usc-today-home
Email: usctoday@uscsd.k12.pa.us
Online magazine: www.15241.today
**Ad Size Specifications**

**Whole Page and Front Cover**
- (non-bleed): 7.5"W x 10"H
- (bleed): 8.625"W x 11.125"H
  - Keep text within 7.5"W x 10"H
  - (actual page size): 8.375"W x 10.875"H

**Back Cover**
- (non-bleed): 7.5"W x 8.75"H
- (bleed): 8.625"W x 9.375"H
  - Includes .125" bleed on sides and bottom
  - Keep text within 7.5"W x 8.75"H

**2/3 Page**
- 4.875"W x 10"H
  - (vertical)

**1/2 Page**
- 7.5"W x 4.875"H
  - (horizontal)

**1/3 Page**
- 4.875"W x 4.875"H
  - (vertical)
  - 2.375"W x 10"H

**1/4 Page**
- 3.625"W x 4.875"H
  - (vertical)
  - 2.375"W x 4.875"H

**1/6 Page**
- 4.875"W x 2.375"H
  - (horizontal)
  - 2.375"W x 4.875"H

**1/12 Page**
- 3.5"W x 2"H

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**Reservation Deadlines**

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

<table>
<thead>
<tr>
<th>Issue Street Date</th>
<th>Ad Space Reservation Deadlines *Unless otherwise extended</th>
<th>Specialty Guides</th>
</tr>
</thead>
</table>
| **Spring**
  (Early March)     | January 2                                                  | Home Improvement, Celebration |
| **Summer**        | March 1                                                    | Home & Garden, Summer Activities, Pet Care |
| **Fall**
  (Mid August)     | June 1                                                     | Educational Resource, Health & Wellness |
| **Winter**
  (Mid November)   | September 1                                                | Life Planning, Holiday |

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

**www.twpusc.org/magazine/usc-today-home**

412.833.1600, ext 2284 • usctoday@uscsd.k12.pa.us • www.15241.today

## Advertising Requirements

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

### Accepted ad file formats

- Program applications: InDesign CC, Quark Xpress 7, Illustrator CC, Photoshop CC
- File types: .ai, .eps, .pdf (print quality), .jpg (300 dpi or higher), .indd, .tif (300 dpi or higher)
- *Include all fonts, linked photos and logos.

### NOT Accepted:

- Corel Draw, Microsoft Publisher, Paintbrush Pro, Power Point, Print Shop, Microsoft Word, Corel WordPerfect, Photos/logos taken from websites.
- Do not email files larger than 10MB.

### Email ad to your Sales Representative:

- Sarah Beitler ..................sbeitler@uscsd.k12.pa.us
- Colleen DeMarco .... cdemarco@uscsd.k12.pa.us
- Alison Hess ....................ahess@uscsd.k12.pa.us
- Kerry Turner .............. kturner@uscsd.k12.pa.us

### Editor-in-Chief:

Linda Dudzinski ..... ldudzinski@uscsd.k12.pa.us

### Graphic Designer:

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

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### Ad Size Rate

<table>
<thead>
<tr>
<th>Ad Size Rate</th>
<th>1X to 2X</th>
<th>3X to 4X</th>
<th>8X</th>
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<tbody>
<tr>
<td>Whole Page</td>
<td>$1,620</td>
<td>$1,485</td>
<td>$1,420</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,010</td>
<td>$865</td>
<td>$810</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$865</td>
<td>$740</td>
<td>$675</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$620</td>
<td>$540</td>
<td>$470</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$515</td>
<td>$440</td>
<td>$405</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$390</td>
<td>$330</td>
<td>$310</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$225</td>
<td>$200</td>
<td>$190</td>
</tr>
<tr>
<td>Front Cover Sponsor/Underwriter</td>
<td>$4,000/$3,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,980</td>
<td>$1,750</td>
<td>$1,620</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,890</td>
<td>$1,660</td>
<td>$1,530</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,460</td>
<td>$2,115</td>
<td>$1,950</td>
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</table>

### Ad Sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
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<tbody>
<tr>
<td>Whole Page (bleed)</td>
<td>8.625&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>Whole Page (non-bleed)</td>
<td>7.5&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Back Cover (bleed)</td>
<td>8.625&quot;</td>
<td>9.375&quot;</td>
</tr>
<tr>
<td>Back Cover (non-bleed)</td>
<td>7.5&quot;</td>
<td>8.75&quot;</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>4.875&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7.5&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>2.375&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4.875&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.625&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/6 Page (vertical)</td>
<td>2.375&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/6 Page (horizontal)</td>
<td>4.875&quot;</td>
<td>2.375&quot;</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>3.5&quot;</td>
<td>2&quot;</td>
</tr>
</tbody>
</table>

* 2-Page and 4-Page centerfold and insert rates available upon request.
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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2/1/2020