



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 <small>*Unless otherwise extended</small>	Specialty Guides
Spring <i>(Early March)</i>	January 2	Home Improvement, Celebration
Summer <i>(Mid May)</i>	March 1	Home & Garden, Summer Activities, Pet Care
Fall <i>(Mid August)</i>	June 1	Educational Resource, Health & Wellness
Winter <i>(Mid November)</i>	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.

Ad Size Rate	1X to 2X	3X to 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	\$4,000/\$3,000		
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"	
Back Cover (bleed)	8.625"	9.375"	
Back Cover (non-bleed)	7.5"	8.75"	
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	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 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)

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@uscscd.k12.pa.us
Colleen DeMarco
cdemarco@uscscd.k12.pa.us
Alison Hess
ahess@uscscd.k12.pa.us
Kerry Turner
kturner@uscscd.k12.pa.us

Graphic Designer:

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