



## 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
<b>Spring</b> (Early March)	January 2	Home Improvement, Celebration
<b>Summer</b> (Mid May)	March 1	Home & Garden, Summer Activities, Pet Care
<b>Fall</b> (Mid August)	June 1	Educational Resource, Health & Wellness
<b>Winter</b> (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.

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.  
 Do not email files larger than 10MB.



### Email ad to your Sales Representative:

Sarah Beitler .....sbeitler@uscscd.k12.pa.us  
 Colleen DeMarco .... cdemarco@uscscd.k12.pa.us  
 Alison Hess..... ahess@uscscd.k12.pa.us  
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\*Include all fonts, linked photos and logos.