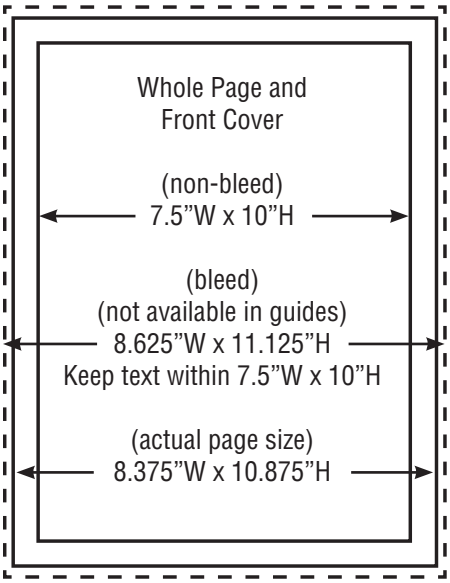
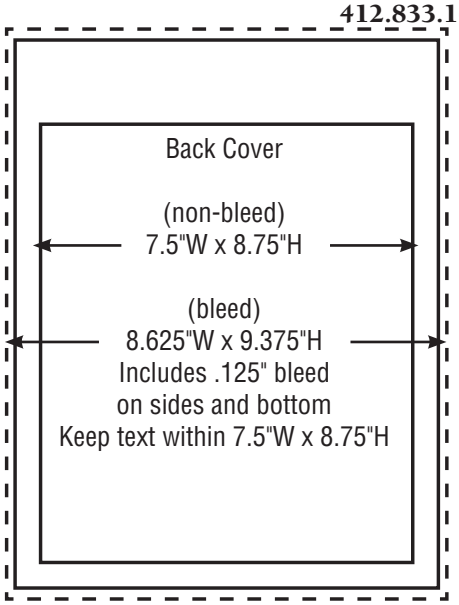
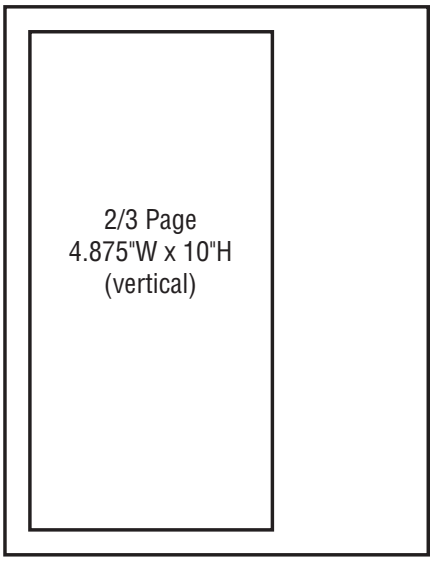
UPPER ST CLAIR
TODAY

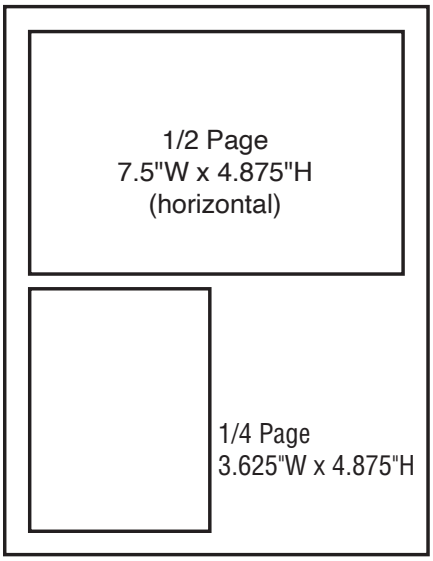
Ad Size Specifications

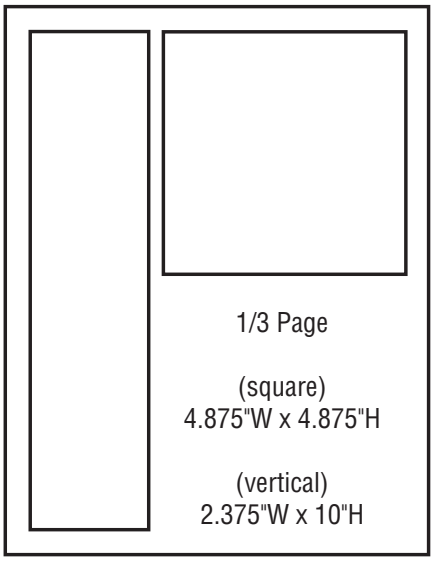
twpusc.org/usctoday
412.833.1600, ext 2284 • usctoday@uscsd.k12.pa.us

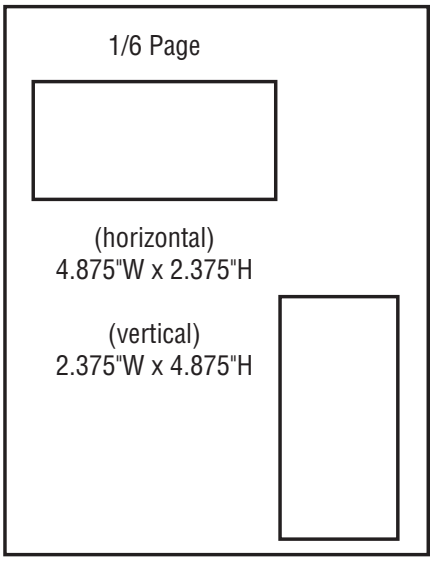












Reservation Deadlines

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

Issue Street Date	Ad Space Reservation Deadlines *Unless otherwise extended	Specialty Guides
Spring *(Early March)*	January 5	Celebration, Home Improvement
Summer *(Mid May)*	March 2	Home & Garden, Summer Activities
Fall *(Mid August)*	June 1	Educational Resource, Health & Wellness
Winter *(Mid November)*	September 7	Holiday, Life Planning

The purchased cover of **TODAY**, sponsored or underwritten, reflects life in Upper St. Clair.
Call or email usctoday@usctoday.org for rates, policy guidelines, and details.

UPPER ST CLAIR
TODAY

Advertising Rate Schedule

twpusc.org/usctoday
412.833.1600, ext 2284 • usctoday@usctoday.org

Ad Size Rate	1X to 2X	3X to 4X	8X
Whole Page	$1,850	$1,700	$1,600
2/3 Page	$1,175	$1,000	$ 950
1/2 Page	$1,000	$ 850	$ 800
1/3 Page	$ 725	$ 625	$ 550
1/4 Page	$ 600	$ 500	$ 450
1/6 Page	$ 450	$ 375	—
Front Cover Sponsor	$4,500		
Front Cover Underwriter	$3,000		
Inside Front Cover	$2,225	$1,975	$1,800
Inside Back Cover	$2,150	$1,900	$1,750
Outside Back Cover	$2,700	$2,350	$2,150
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"	
Rates on inserts available upon request.			

Non-profit advertisers will receive a 10% reduction off the above rates. EIN submission required with contract.

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
Illustrator CC
PhotoShop CC

File types:
.ai
.eps
.pdf (print quality)
.png (300 dpi or higher)
.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:
Sara Bellay .....sbellay@usctoday.org
Colleen DeMarco ..... cdemarco@usctoday.org
Madison Yanosky.....myanosky@usctoday.org

Contact for information:
usctoday@usctoday.org

Office Manager:
Isabella Marasco .....imarasco@usctoday.org