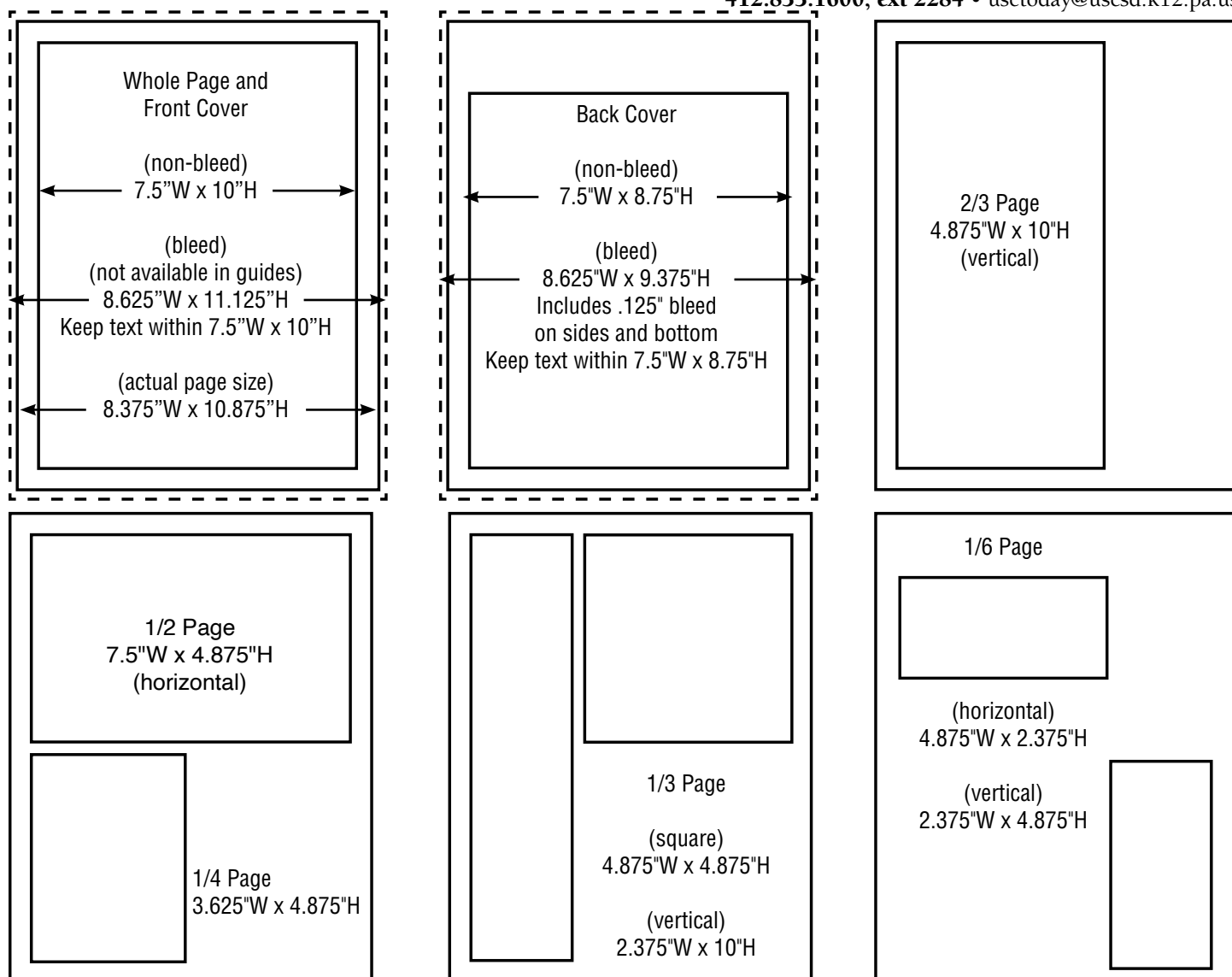




Reservation Deadlines

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 2	Celebration, Home Improvement
Summer (Mid May)	March 3	Home & Garden, Summer Activities
Fall (Mid August)	June 2	Educational Resource, Health & Wellness
Winter (Mid November)	September 1	Holiday, Life Planning

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

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)

.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

Deb White dwhite@usctoday.org

Madison Yanosky.....myanosky@usctoday.org

Contact for information:

usctoday@usctoday.org

Office Manager:

Isabella Marasco imarasco@usctoday.org