UPPER ST. CLAIR TODAY Advertising Contract

August 6, 2024

The undersigned ("Advertiser") agrees to advertise in **UPPER ST. CLAIR TODAY**, published quarterly in March, May, August, and November of each year. Under this contract, Advertiser's ad will run in the following issues (check all that apply):

_____ (month/year) ad size of _____ for a flat fee of _____ or _____ (special ____X rate) per issue

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The special 3-4X & 8X rates apply when Advertiser pays for all advertisements covered by this Contract over a two-year period prior to the "Payment Due Date" (defined below) required for each insertion. To receive the applicable rate, digital ad copy must be scaled to correct size of the space purchased by Advertiser and all advertising requirements as listed on the Advertising Rate Schedule must be satisfied on or before the "Artwork Due" deadline (shown below).

Advertiser understands that the cost of graphic design time in creating a new ad or revising a previously submitted ad will be at a cost of $25 per 15-minute increments, but included in the price of the ad (up to one hour) for advertisers of 3-4X or 8X contracts. Advertiser agrees to pay for photography and illustrations performed by **UPPER ST. CLAIR TODAY**, as well as any corrections made to advertisement after signed approval of ad; such work will be billed to Advertiser at cost.

Advertiser agrees to pay the highest fee for all issues covered by this contract if any payment is received after "Payment Due Date" (shown below) or upon advertiser's cancellation of this agreement. Cancellations must be received in writing and will not be accepted after the "Ad Cancellation Date" (shown below) of issue in which ad is to appear. The unpaid balance of the invoice statement is subject to a 1.5% late fee if not paid by the payment due date. All payments must be made by check!

_____ (**PLEASE INITIAL**)

Issue	Advertising Space Reservations	Artwork Due Date	Ad Approval or Cancellation Date	Payment Due Date
Spring	First Business Day of Jan.	Mid January	January 15	April 7
Summer	First Business Day of Mar.	Mid March	March 15	June 7
Fall	First Business Day of Jun.	Mid June	June 15	September 7
Winter	First Business Day of Sep.	Mid September	September 15	December 7

Advertiser acknowledges receipt of and agrees to comply with all policies and requirements set forth in the **UPPER ST. CLAIR TODAY** Advertising Rate Schedule. **UPPER ST. CLAIR TODAY** is published in partnership by the Township and School District of Upper St. Clair. Advertiser agrees that the publisher has the right to reject advertising:

1. If the editors determine that the advertising is inconsistent with their understanding of the community's objectives, values, or image or the aesthetic standards of **UPPER ST. CLAIR TODAY**.
2. If Advertiser fails to meet deadlines for space reservation, artwork due, or ad approvals (shown above).
3. For any other reason or for no reason.

Advertising space is sold on a "first-come first-served" basis. Publisher reserves the right to defer ad to future issue if deadlines are not met. Further, **UPPER ST. CLAIR TODAY** reserves the right to delay, suspend, or terminate publication at any time. Advertiser releases **UPPER ST. CLAIR TODAY** and both Upper St. Clair Township and School District of Upper St. Clair from any and all loss, liability, or expense occasioned by Advertiser by reason of a) any failure to publish advertising pursuant to this Contract or b) failure to return ad media (original art work, disks, film). In such event the advertising is not published, the Advertising Charge (or the prorated portion thereof) will be refunded.

The above contract provisions are agreed to this date:

Company (Advertiser)_____

Building/Suite/Dept._____

Address and City/State/Zip_____

I would like to receive my invoices by: ☐ Mail ☐ Email

UPPER ST. CLAIR TODAY 412-851-2851
1820 McLaughlin Run Road, Upper St. Clair, PA 15241

Contact (signed)_____

Contact (printed)_____

Telephone_____

E-Mail_____

Sales Representative_____

Sales Rep. Email _____

UPPER ST CLAIR TODAY ... The official publication of the School District and Township of Upper St. Clair