

UPPER ST. CLAIR TODAY Magazine Advertising Rate Schedule

1825 McLaughlin Run Road, Upper St. Clair, PA 15241 412-833-1600, extension 2284 Fax 412-851-2592 www.twpusc.org/magazine

Regular Rates							January 1, 2008
Unit	width/height	1X	2X	3X	4X	8X	
Full Page	7.5" x 10" nonbleed 8.75" x 11.25" full bleed	\$1,800	\$1,750	\$1,700	\$1,650	\$1,575	
2/3 Page (vertical)	4.875" x 10"	\$1,120	\$1,070	\$1,020	\$960	\$900	
1/2 Page (horizontal)	7.5" x 4.875"	\$960	\$910	\$870	\$820	\$750	
1/3 Page (vertical)	2.375" x 10"	\$690	\$650	\$630	\$600	\$520	
1/4 Page (square)	3.625" x 4.875"	\$570	\$525	\$505	\$490	\$450	
1/6 Page (vertical)	2.375" x 4.875"	\$430	\$405	\$390	\$365	\$345	
1/12 Page (black & white only)	2.375" x 2.313"	\$250	\$240	\$240	\$220	\$210	
Specialty Full Page*	7.5" x 10" nonbleed	\$1,570	\$1,570	\$1,570	\$1,375	\$1,320	
Specialty 2/3 Page*	4.875" x 9"	\$1,020	\$1,020	\$1,020	\$900	\$860	
Specialty 1/2 Page*	7.5" x 4.25"	\$865	\$865	\$865	\$765	\$720	
Specialty 1/3 Page*	2.375" x 9"	\$630	\$630	\$630	\$560	\$520	
Specialty 1/4 Page*	3.625" x 4.25"	\$515	\$515	\$515	\$455	\$415	
Specialty 1/6 Page*	2.375" x 4.375"	\$390	\$390	\$390	\$345	\$330	
Front Cover Sponsor*☼	7.5" x 10" nonbleed 8.75" x 11.25" full bleed	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	
Front Cover Underwriter*☼		\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	
Inside Front Cover		\$2,200	\$2,100	\$2,020	\$1,940	\$1,800	
Inside Back Cover		\$2,100	\$2,000	\$1,920	\$1,840	\$1,700	
Outside Back Cover		\$2,730	\$2,600	\$2,475	\$2,350	\$2,200	
4-Page Centerfold*		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	
2-Page Centerfold*		\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	
Centerfold Staple-in Insert*		prior to manufacturing advertiser's insert or staple-in, media must be approved by magazine's printer	\$3,700	\$3,700	\$3,700	\$3,700	\$3,700
Free-Float Insert*	\$2,100		\$2,100	\$2,100	\$2,100	\$2,100	
Staple-in Insert* whole page ad purchase required	\$1,000		\$1,000	\$1,000	\$1,000	\$1,000	
Classified Ads*	35 words or fewer	\$75	\$75	\$75	\$75	\$75	
☼ Front covers receive up to two additional pages for editorial use.		Advertiser will be eligible for a 10% fee reduction if ad is 100% digital-processed OR an exact duplicate of previously submitted ad. To receive discount, digital ad copy must be scaled to correct size to the space purchased by Advertiser, meet all requirements of the magazine's "electronic ad checklist," a signed electronic ad checklist form must be on file, and all text, fonts, illustrations and photos must be correctly formatted and furnished on disk or via e-mail as per printer's specification on or before deadline.					
* No digital-perfect discounts available for specialty pages, front covers, centerfolds, inserts or classified ads							
Hours of free ad work	1						
Extra pair of proofs	\$50						
Additional art hourly	\$110						