

COST JUSTIFIED ADVERTISING

During Challenging Times

55,000 Copies Mailed First Class To the "Burbs"

FOUR SEPARATE MAILED ZONES TO CHOOSE FROM. MAIL ONE TO FOUR.

ZONE #1 - BRYN ATHYN | FEASTERVILLE | LOWER MORELAND | RYDAL

ZONE #2 - SOUTHAMPTON | HOLLAND | RICHBORO | IVYLAND | CHURCHVILLE

ZONE #3 - WARMINSTER | JAMISON | FURLONG | BUCKINGHAM | WASHINGTON CROSSING

ZONE #4 - HATBORO | HORSHAM

PLUS "DROP SPOTS" LOCATIONS IN 24 ZIP CODES

55,000 Copies in Philly's Finest Suburban Areas



- SELECT YOUR ZONES AND GET STARTED
- TALENTED AND COMPETENT STAFF
- SPEND A LITTLE TO MAKE A LOT
- MARKET RESEARCH EXPERTS AT YOUR DISPOSAL
- NO CHARGE FOR AD PREP AND CREATION
- ALL WORK DONE IN CONFIDENCE



the uptight **suburbanite**™

A Sophisticated Little Monthly with Attitude

215-510-5972 • www.theuptightsuburbanite.com

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P.O Box 326 • Warminster, PA 18974 • 215-510-5972 • uptightsuburban@aol.com

~ PRICING ~

	1st Zone	2nd Zone	3rd Zone	4th Zone
Full Page	495	245	135	125
Half Page	375	150	100	75
Quarter Page	275	100	75	50
Banner (third of a page - All Zones)	495			
Business Card* (8 per page)	195			
Specialty Page* (10 per page)	175			
Half Banner (All Zones)	295			

ZONE #1

Bryn Athyn | Feasterville
Lower Moreland | Rydal

ZONE #2

Southampton | Holland | Richboro
Ivyland | Churchville

ZONE #3

Warminster | Jamison | Furlong
Buckingham | Washington Crossing

ZONE #4

Hatboro | Horsham

Prices are for three month contracts. Six month and yearly contracts subject to additional discounts.

Additional Charges:

Four Color	All Sizes	50.00
Two Color	All Sizes	25.00
Front Cover	per month/per zone	295.00
Page Two	per month/per zone	75.00
Page Three	per month/per zone	150.00
Center Spread	per month/per zone	300.00
Inside Back Cover	per month/per zone	75.00
Rear Cover	per month/per zone	195.00
Inserts	\$49/thousand	

All accounts are due by the end of the month of publishing. Accounts not paid in full by the end of the billing cycle will be billed a 1½ percent service fee. Accounts 60 days past due will not be published. Accounts 90 days past due will be turned in for collection. Ads deemed unacceptable by the publisher will not be run. All special arrangements in pricing and/or positioning must be stated in writing. All ads must be approved by the client prior to publication (email authorization is acceptable). Errors or questions relating to ads must be submitted prior to the end of the month of publishing in writing or email (verbal reports will not be accepted). Accounts not fulfilling their time commitments will be "back billed" at the proper pricing. *All pricing as of January 1, 2017.*

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The Uptight Suburbanite is a *Sophisticated Little Monthly with Attitude* targeting consumers living and shopping along the Suburban corridors of Montgomery and Bucks Counties. Mailed directly to a potential 55,000 area residences and businesses, *The Uptight Suburbanite* is also deposited at select drop-off spots along the route. It's a market-specific publication that gets you to your customer in a cost effective manner.

All ad preparation is done by skilled graphic artists at no additional charge. Experienced marketing professionals consult, at no extra charge, to make sure your ad is sending out your message effectively. And above all, *The Uptight Suburbanite* is owned and managed by seasoned publishing professionals who know that if you succeed, they will succeed. They work hard to see that happens.

Fun to read, *The Uptight Suburbanite* is a "looked for" publication by all alike. With coupons for savings, notices of special offerings and some uniquely "suburban" commentary thrown in, *The Uptight Suburbanite* and its advertisers are indispensable to its thousands of readers.

GENERAL INFORMATION & AD SPECS

- Ads can be submitted in PDF format (Adobe Acrobat Reader)
- Scanned photos should be submitted at 300 DPI, grayscale, or 350 DPI, color. Black & white images should be scanned at 1200 DPI. All hardcopy should be supplied at 85 or 100 DPI.
- Save images using EPS or JPEG, minimum 300 DPI.
- Use only grayscale or CMYK when saving images.
- Finished page size is 8" x 10.375" with .5 margins on all sides. LIVE AREA is 7" x 9.375". All "live" material must fall within this image area. Bleed elements must extend .5" past the trim.

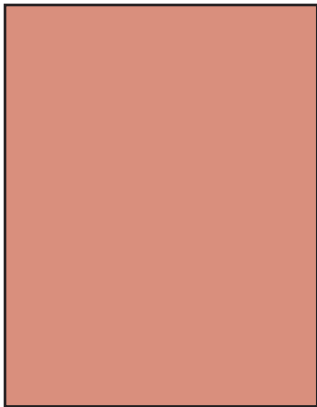


the uptight **suburbanite**[™]

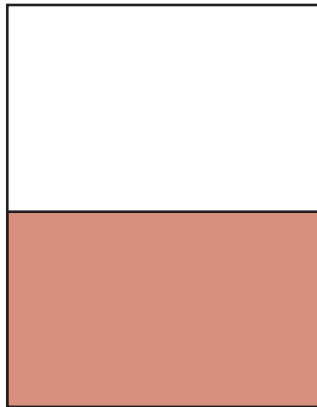
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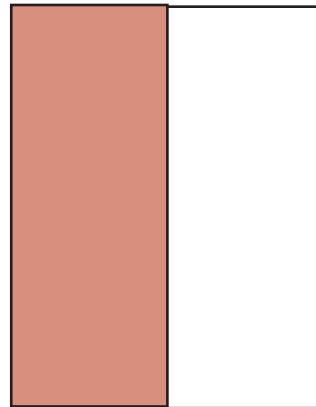
SPECIFICATIONS



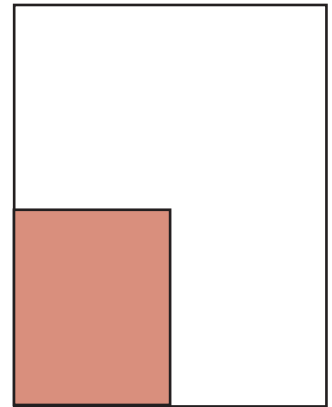
Full Page
7" w X 9" h



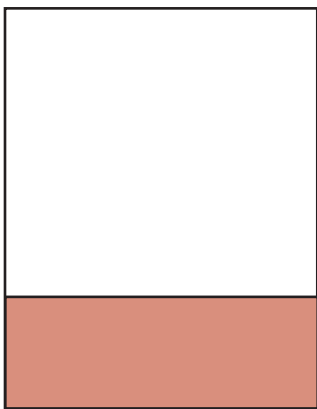
Half Page Wide
7" w X 4.375" h



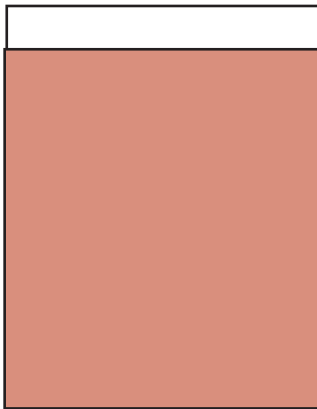
Half Page Long
3.375" w X 9" h



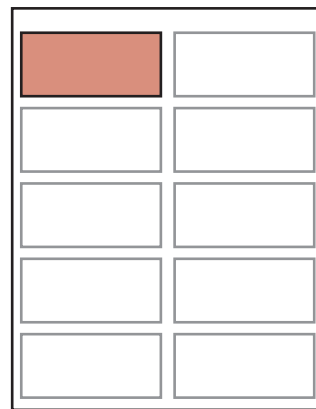
Quarter Page
3.375" w X 4.375" h



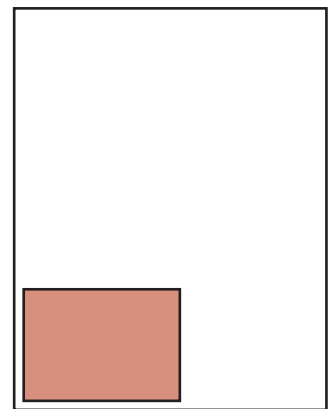
Banner
7" w X 2.5" h



Front Cover
7" w X 8" h



Business Card
3.3" w X 1.5" h



Half Banner
3.375" w X 2.5" h

Please send full color (CMYK), high resolution (minimum 200 dpi) pdf, tiff or eps file ONLY (no Publisher or Word files please). If sending a pdf, please make sure all fonts are embedded. If sending an eps please make sure all fonts are changed to outlines, and tiff files should be flattened.

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A Sophisticated Penny Saver with Attitude

ORDER FORM/LAYOUT SHEET

Full Page Half Page Quarter Page Banner Bus. Card

Company Name _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email Address _____
Website _____
Frequency _____
Rate _____
Dates of Insertion _____
Approval _____

Special Notes:

Credit Card Type: American Express MasterCard Visa Discover

Card Number _____ Exp. _____