carrier pigeon™

the uptight suburbanite™

A Sophisticated Little Monthly with Attitude

2019 Media Kit

P.O. Box 326 • Warminster, PA 18974 • 215-510-5972
fax: 267-387-6054 • email: uptightsuburban@aol.com • www.theuptightsuburbanite.com

COST JUSTIFIED ADVERTISING

During Challeging Times

45,000 Copies Mailed First Class To the "Burbs"

Four Separate Mailed Zones to Choose From. Mail One to Four.

ZONE #1
Bryn Athyn
Lower Moreland
Huntingdon Valley

ZONE #2
Southampton
Holland
Richboro
Ivyland
Churchville

ZONE #3
Warminster
Jamison
Buckingham
Washington Crossing

ZONE #4
Hatboro
Horsham

Plus "Drop Spots" Locations in 24 Zip Codes

45,000 Copies in Montgomery & Bucks Counties

- Select Your Zones and Get Started
- Spend a Little to Make a Lot
- No Charge for Ad Prep and Creation
- Talented and Competent Staff
- Market Research Experts at Your Disposal
- All Work Done in Confidence

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PRICING WITHOUT CREDIT CARD

	1st Zone	Any 2nd Zone	Any 3rd Zone	Any 4th Zone
Full Page	$550	$295	$175	$150
Half Page	$425	$195	$135	$100
Quarter Page	$325	$125	$100	$75
Banner (third of a page - All Zones)	$545			
Coupons	$75			
Business Card* (8 per page)	$225			
Half Banner (All Zones)	$325			

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

Additional Charges:

Front Cover	per month/per zone	$225
Page Two	per month/per zone	$95
Page Three	per month/per zone	$100
Center Spread	per month/per zone	$300
Inside Back Cover	per month/per zone	$75
Rear Cover	per month/per zone	$150
Inserts	$55/thousand	

ZONE #1
Bryn Athyn | Lower Moreland
Huntingdon Valley

ZONE #2
Southampton | Holland | Richboro
Ivyland | Churchville

ZONE #3
Warminster | Jamison
Buckingham | Washington Crossing

ZONE #4
Hatboro | Horsham

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 Accounts 60 days past due will not be published.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 May 1, 2019.*

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CREDIT CARD PRICING

	1st Zone	Any 2nd Zone	Any 3rd Zone	Any 4th Zone
Full Page	$495	$265	$160	$135
Half Page	$385	$175	$120	$90
Quarter Page	$295	$115	$90	$60
Banner (third of a page - All Zones)	$490			
Coupons	$65			
Business Card* (8 per page)	$200			
Half Banner (All Zones)	$295			

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

Additional Charges:

Front Cover	per month/per zone	$200
Page Two	per month/per zone	$85
Page Three	per month/per zone	$90
Center Spread	per month/per zone	$270
Inside Back Cover	per month/per zone	$67
Rear Cover	per month/per zone	$135
Inserts	$55/thousand	

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Ivyland | Churchville

ZONE #3
Warminster | Jamison
Buckingham | Washington Crossing

ZONE #4
Hatboro | Horsham

To enjoy reduced rates, all credit card payments are to be made prior to the day of printing.

All pricing as of May 1, 2019.

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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 45,000 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 addtional 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, minimun 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.

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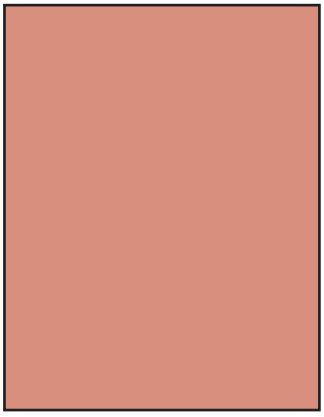
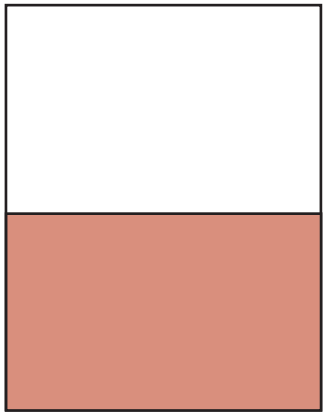
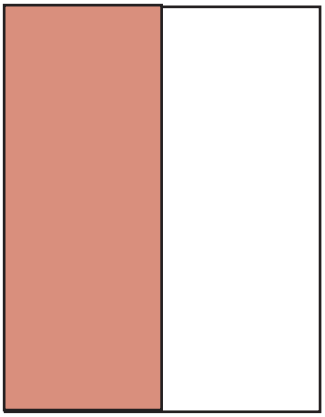
SPECIFICATIONS



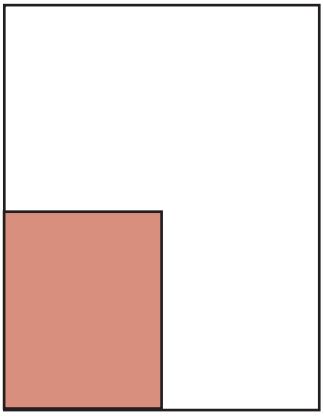
Full Page
7” w X 9” h



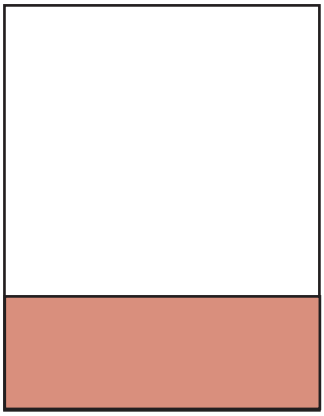
Half Page Wide
7” w X 4.375” h



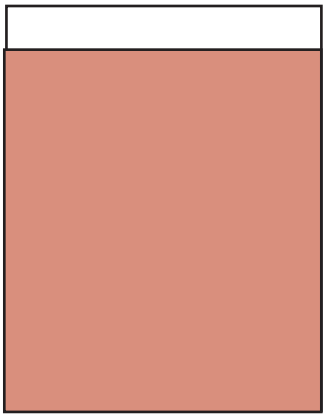
Half Page Long
3.375” w X 9” h



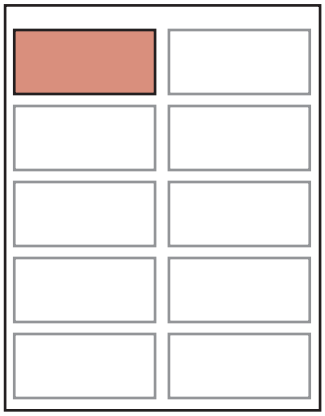
Quarter Page
3.375” w X 4.375” h



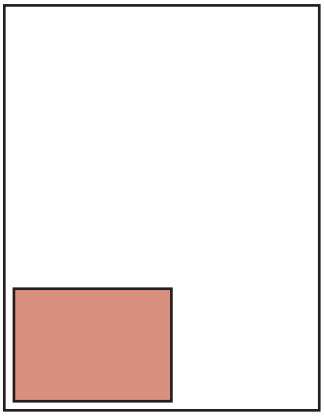
Banner
7” w X 2.5” h



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.