

SERVING THE COMMUNITIES OF NW PHILADELPHIA UPTOWN STANDARD

We launched the Uptown Standard Monthly Newspaper in January 2020. We currently maintain a circulation of 3,000 copies, distributed in over 50 locations throughout Uptown Philadelphia. We feel that it is an essential function to provide a community as vibrant as Uptown Philadelphia with a local newspaper.

Our coverage focuses on *State and Local Government, High School Sports, and Neighborhood News*. Our distribution locations are located primarily throughout our community **Cedarbrook (19150)** and **West Oak Lane (19138)**. *We have free distribution locations in Churches, Markets, Barbershops, Hair Salons, and Gas Stations*. We are available in every Sunoco Gas Station in Cedarbrook and West Oak Lane..

In addition, we are available at over 20 locations on Uptown's most vibrant commercial corridor Ogontz Avenue.

We have additional free distribution locations in **Mount Airy (19119)** and **Germantown (19144)**.

We optimistically hope that you consider advertising with us to help you increase your business exposure in our incredibly vibrant community.

Please view our latest issue online:
www.uptownstandard.com

Respectfully,

James Williams
Editor-in-Chief/President
Uptown Standard, LLC.
phluptownstandard@gmail.com



UPTOWN STANDARD

ADVERTISEMENT RATES

National Rate

Full page 11x14 \$ 2,000

Half Page 11x7 \$ 1,000

Quarter Page 5x5 \$ 700.00

Local Rate

Full page 11x14 \$ 1,200.00

Half Page 11x7 \$ 700.00

Quarter page 5x5 \$ 400.00

Community Rate

Full Page 11x14 \$ 400.00

Half-page 11x7 \$ 250.00

Quarter page 5x5 \$ 150.00

Publication Date Space Reservations Ad copy Deadline:

The 25th of the previous month.

Contact

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UPTOWN STANDARD

DEMOGRAPHICS

19150 CEDARBROOK

Estimated median house/condo value: \$180,000
Average Adjusted Gross Income: \$40,223 (Individual Income Tax Returns)
High school or higher: 91.8%
Bachelor's degree or higher: 24.9%
Graduate or professional degree: 9.3%
Mean travel time to work (commute): 38.9 minutes
Median resident age: 43.4 years

19119 MOUNT AIRY

Estimated median house/condo value: \$297,667
Average Adjusted Gross Income: \$69,645 (Individual Income Tax Returns)

19138 WEST OAK LANE

Estimated median house/condo value: \$129,000
Average Adjusted Gross Income: \$31,995 (Individual Income Tax Returns)
High school or higher: 85.0%
Bachelor's degree or higher: 15.1%
Graduate or professional degree: 5.6%
Mean travel time to work (commute): 38.6 minutes
Median resident age: 38.3 years

19144 GERMANTOWN

Estimated median house/condo value: \$164,977
Average Adjusted Gross Income: \$34,822 (Individual Income Tax Returns)
High school or higher: 85.9%
Bachelor's degree or higher: 33.3%
Graduate or professional degree: 15.3%
Mean travel time to work (commute): 38.9 minutes
Median resident age: 35.2 years

UPPITY AWARDS

SPONSORSHIP



The Uppity Awards started by the Uptown Standard Newspaper to recognize individuals and organizations that have made a direct impact in the lives of residents in the Uptown section of Philadelphia which includes the neighborhoods of: Mount Airy, Germantown, West Oak Lane, East Oak Lane, Cedarbrook, East Germantown, Fern Rock, and Ogontz.

Our Sponsorship Levels are as follows:

Event Sponsor \$2,000

Full Page Advertisement in Uppity Awards Issue.
Your company name on the events marquee "The Uppity Awards Presented by..."
A table for Ten (10).
Logo on all Marketing Materials.
****One Slot Available****

Award Sponsor \$1,000

Full Page Advertisement in Uppity Awards Issue.
Award Presented in the your company's name. "Change Maker Award Presented by.."
A table for Ten (10).
Logo on all Marketing Materials.
****Ten Slots Available****

Table Sponsor \$500

Half Page Advertisement in Uppity Awards Issue.
A table for Ten (10).
Logo on all Marketing Materials.

Contact:

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