

Cleveland Observer

Media Kit
2021

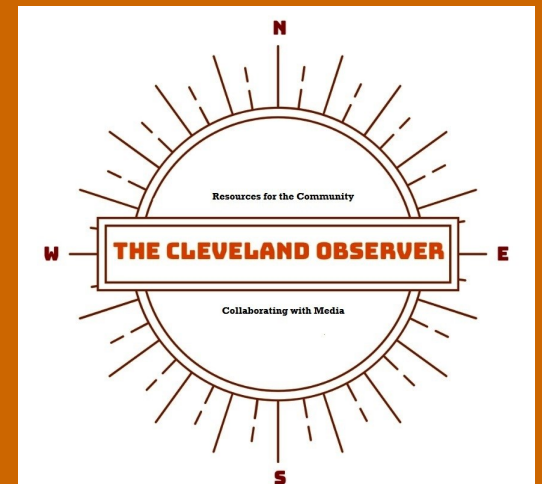
The Calhoun Corporation Limited LLC

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14459 Mayfield Rd. # 302

Cleveland, Ohio 44106



General Information

Circulation

Our goal is to distribute **4,500** copies every month. In Cleveland over **3,000** papers are delivered to Senior Living Centers. We are in collaboration with Neighborhood & Community Media Association of Greater Cleveland (**NCMA**) **13 media** Outlets with over **140,000** circulations. This a group of community media outlets throughout North East Ohio. Your advertisement could be centralized to a specific neighborhood or the entire **NCMA** circulation. **The Collinwood/Euclid Observer, Tremonster, Westpark Daily News, Cleveland Street Chronicles, Profile News Ohio** and many more.

E-News

Target who you want, where you want. Target key demographics and communities.

The Observer paper and its online component delivers news from a valuable community-focused perspective. Local coverage is unique to each product and generates strong reader loyalty and involvement. As a result, many advertisers typically see same-day responses to their ads. It's a cost-effective, efficient way for you to zero in on affluent customers in the areas that make the most sense for your business.

Affordable and Accessible

You don't need a big budget to create an effective marketing plan for your small business. And we don't want you to waste money on advertising that won't hit your target.

www.theclevelandobserver.com

www.clevelandobserver.org

Ad Sample Sizes

All Ads are shown in
their actual Printing Size.

Design your own,
or let us help!

Classifieds
2 1/8" x 2"

**1/16th
Page
Vertical**
2 1/8" x
3 1/2"

1/8 Page Horizontal
4 5/8" x 3 1/2"

1/16 Page Horizontal
4 5/8" x 1 3/4"

Ad Sample Sizes

1/8 Page Banner

9 1/2" x 1 3/4"

1/4 Page Horizontal

9 1/2" x 3 1/5"

Ad Sizes & Rates Chart

| Advertisement Dimensions | 1-Time Each | 3-Times Each | 6-Times Each | 12-Times Each | 2 Years, 26 Issues | Partner Rates |
|---|-------------|--------------|--------------|---------------|--------------------|---------------|
| Full Page Back 9 1/2" Wide x 15 1/4" High | \$1,600 | \$1,450 | \$1,200 | \$1,000 | \$950 | \$900 |
| Full Page 9 1/2" Wide x 15 1/4" High | \$1,300 | \$1,150 | \$1,020 | \$925 | \$900 | \$800 |
| 1/2 Page Horizontal 9 1/2" Wide x 7 1/2" High | \$700 | \$625 | \$568 | \$475 | \$460 | \$400 |
| 1/2 Page Vertical 4 5/8" Wide x 15 1/4" High | \$700 | \$625 | \$568 | \$475 | \$460 | \$400 |
| 1/4 Page Horizontal 9 1/2" Wide x 3 1/2" High | \$400 | \$350 | \$300 | \$270 | \$260 | \$240 |
| 1/4 Page Vertical 4 5/8" Wide x 7 1/2" High | \$400 | \$350 | \$300 | \$270 | \$260 | \$240 |
| 1/8 Page BANNER 9 1/2" Wide x 1 3/4" High | \$275 | \$250 | \$222 | \$212 | \$180 | \$120 |
| 1/8 Page Horizontal 4 5/8" Wide x 3 1/2" High | \$250 | \$222 | \$210 | \$186 | \$150 | \$120 |
| 1/16 Page Horizontal 4 5/8" Wide x 1 3/4" High | \$135 | \$126 | \$116 | \$99 | \$85 | \$60 |
| 1/16 page Vertical 2 1/8" Wide x 3 1/2" High | \$135 | \$126 | \$116 | \$99 | \$85 | \$60 |
| Classifieds 2 1/8" Wide x 2" High | \$40 | \$35 | \$35 | \$35 | \$33 | \$30 |
| *Machine Insertion (10.5 x 16) | \$130 | \$115 | \$99 | \$89 | \$85 | \$79 |
| *Hand Insertion | \$189 | \$179 | \$169 | \$164 | \$161 | \$159 |

*Insertion rates are per 1,000 pieces. These rates do not include design/production of the insert. For special placement of your advertisement, please add 10%.

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Terms & Policies

Payment Terms

Payments can be made with cash, check or credit card. For our frequent advertisers, we can set up a credit card charge on a monthly or quarterly reoccurrence. Advertisements must be paid for prior to publication deadline unless credit has been previously established. With *Auto Deduct* you can pay your monthly Calhoun Corporation Limited L.L.C. bill without writing a check, buying a stamp, or missing a due date. Simply complete the Authorization Form. After approval, we will charge your payments directly to a major credit card account. You will continue to receive a monthly statement from The Calhoun Corporation Limited L.L.C. and your total charges will appear on your credit card statement. There is no charge for this service. *Auto Deduct* will take place after the printing of each month's issue.

Submission

Ads can be submitted directly to the Cleveland Observer newspaper's website by logging in to the Member Center and selecting 'submit an ad' from the options on the left side of the webpage. We prefer .pdf format but can accept other file types as well. Feel free to call or email us if you have any questions, or need help submitting your ad. We're here to help.

Advertising Acceptability Guidelines

The Cleveland Observer newspapers reserve the right to decline any misleading advertising that makes unfair competitive claims, is inaccurate or fraudulent, or that fails to comply with its standards of decency and dignity.

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2020 Website Advertising Rates

| | |
|------------------------------|--------------|
| Rotation on website homepage | \$1000 Mthly |
| Rotation on news stories | \$500/\$1000 |
| Rotation on feature stories | \$1000 |
| Rotation on editors choice | \$500/\$1000 |

Acceptable formats include jpeg, gif, and Flash
(Please include a URL for each ad to land on)

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