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Cleveland, Ohio 44106

**Media Kit 2022**

# **The Cleveland Observer**

**Engage Educate Empower**

Est 2020



# GENERAL INFORMATION

## Circulation

### OUR GOAL

distribute  
**5000+**  
copies  
every month

### LOCATIONS

Dave's Markets  
Asian Plaza  
Landmark Restaurant  
Cleveland Public Library  
(Eastside)  
Rapid Stop

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

## 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.

Your advertisement could be  
centralized to a specific  
neighborhood or the entire NCMA  
circulation.

The Collinwood/Euclid Observer  
Tremont  
Westpark Daily News  
Cleveland Street Chronicles  
Profile News Ohio  
and many more.

## 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.

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# AD SAMPLE SIZES

**Design your own,  
or let us help!**

All Ads are shown in their actual Printing size

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

**Classifieds  
2 1/8" x 2"**

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

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

# AD SAMPLE SIZES

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**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	\$180	\$222	\$212	\$250	\$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

# 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 Cleveland Observer 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 Cleveland Observer 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

# 2022 WEBSITE ADVERTISING RATES

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ROTATION ON WEBSITE HOMEPAGE \$1000 MONTHLY

ROTATION ON NEW STORIES \$500 / \$1000

ROTATION ON FEATURE STORIES \$1000

ROTATION ON EDITOR'S CHOICE \$500 / \$1000

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

