

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

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.

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.

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"

1/16 Page Horizontal 4 5/8" x 1 3/4" Classifieds
2 1/8" x 2"

1/16 PageVertical2 1/8" x 3 1/2"

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	\$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

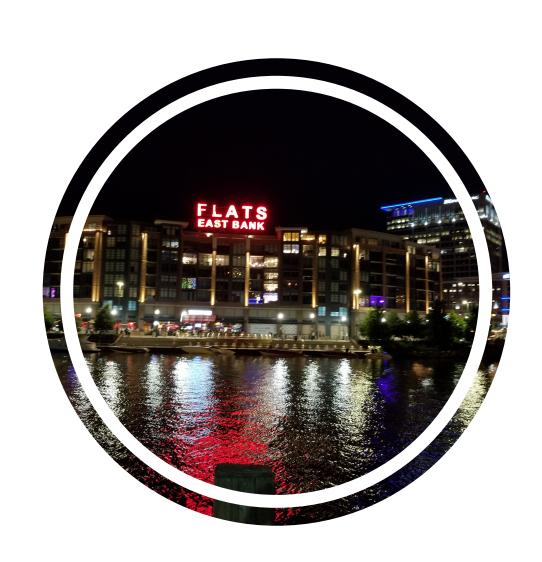


Payment Terms

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

2022WEBSITE ADVERTISING RATES

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)

