

Ward 7

Observer

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Cleveland, Ohio 44106

www.ward7observer.com

General Information

Circulation

Our goal is to distribute 3,000 copies every month. All elementary school children (public, charter and parochial) in Ward 7 receive a copy to take home in their book bag each month. In Ward 7 over 1,000 papers are delivered to Senior Living Centers.

E-News

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

The Observer paper and its online component deliver E-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.

wardsevenobserver@gmail.com

Ad Sample Sizes

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

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

All Ads are
shown in
their
actual
Printing
Size.

Design
your own,
or let us
help!

wardsevenobserver
@gmail.com

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

Classifieds
2 1/8" x 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	\$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

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Commented [RA1]:

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 L.L.C. bill without writing a check, buying a stamp, or missing a due date. Simply complete an authorization form below. 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 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 ward7observer 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 ward7observer 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.

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

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