

Geauga County

Maple Leaf

100 Center Street, Suite 250
P.O. Box 1166
Chardon, OH 44024-5166
(440) 285-2013
Fax: (440) 285-2015
ads@geaugamapleleaf.com
www.geaugamapleleaf.com

**ADVERTISING
SOLUTIONS FOR
GEAUGA COUNTY**

2013

MEDIA KIT

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Geauga County

Maple Leaf

Published every Thursday, online every day!

100 Center Street, Suite 250
P.O. Box 1166 • Chardon, OH 44024-5166
(440) 285-2013 • Fax: (440) 285-2015
www.geaugamapleleaf.com
ads@geaugamapleleaf.com

About the Maple Leaf

The Geauga County Maple Leaf is the only newspaper serving all of Geauga County and is dedicated to bringing readers in-depth coverage of news, sports and community events! It is an independently owned and operated paper with locally based writers and contributors.

PRINT

Serving the communities of Auburn, Bainbridge, Burton, Chardon, Chesterland, Claridon, Hambden, Huntsburg, Middlefield, Montville, Munson, Newbury, Parkman, Russell, South Russell, Thompson, Troy

Weekly Paid Newspaper – Delivered Thursday by mail, sold in stores all week, and subscribers have full access to the paper on-line everyday

Circulation - 5,000 copies
distributed weekly

Read by over 12,500
people a week

Available in over 75 rack sale
locations throughout the county!

ONLINE



geaugamapleleaf.com

Award Winning Website
32,000+ Visitors/mo.
83,500+ Page Views/mo.
Updated throughout the week
200+ Online Subscribers



twitter.com/geaugamapleleaf
• 790+ Followers

[@leafsports](https://twitter.com/leafsports)
• 245+ Followers



facebook.com/geaugamapleleaf
• 960+ Likes

[/mapleleafsports](https://facebook.com/mapleleafsports)
• 380+ Likes



youtube.com/geaugamapleleaf

75k+ Video Views
in 2012
625 Videos Posted



SmugMug

geaugamapleleaf.smugmug.com

Photos of many
events are posted
and can be purchased

We offer a multimedia solution!

Ask about our Digital Billboard - Broadcast Dusk till Dawn on Chardon Square!



About Geauga County

Located approximately thirty miles east of Cleveland, Geauga County offers a perfect blend of beautiful countryside, interesting culture, captivating history, and unique shopping. We are home to the country's second largest Amish population and some of the world's best maple syrup.

From <http://www.co.geauga.oh.us/>

Demographics

Population

Total population (2010 estimate):	93,389
Female population:	50.9%
Persons age 65+:	16.1%
High school graduates (age 25+):	89.9%
Bachelor's degree:	34.3%
Median age:	43.3

Households

Total housing units:	36,681
Homeownership rate:	86.8%
Avg. household size:	2.69 people
Median value owner-occupied units:	\$228,400

Income/Financial

Median household income (2011):	\$66,229
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Community Facts

Township	Population	Township	Population
Auburn Twp.	5,158	Bainbridge Twp.	10,916
Burton Village	1,450	Burton Twp.	4,358
City of Chardon	5,156	Chardon Twp.	4,763
Chester Twp.	10,968	Claridon Twp.	3,173
Hambden Twp.	4,024	Huntsburg Twp.	3,297
Middlefield Twp.	4,418	Middlefield Village	2,233
Montville	1,991	Munson Twp.	6,450
Newbury Twp.	5,805	Parkman Twp.	3,546
Russell Twp.	5,529	South Russell Village	4,022
Thompson Twp.	2,383	Troy Twp.	2,567

Sources: U.S. Census Bureau; 2010 Census.

2013 PRINT ADVERTISING RATES

Standard Display Sizes

Weeks Run Per Year	1-12wks	13-25wks	26-39wks	40-52wks
Full page (10.375" x 16.25")	\$715	\$644	\$572	\$429
3/4 page (10.375" x 12")	\$528	\$475	\$422	\$317
Page Buster (7.75" x 12")	\$396	\$356	\$317	\$238
Half page (10.375" x 8 or 5.125" x 16.25)	\$352	\$317	\$282	\$211
Flyer page (7.75" x 10")	\$330	\$297	\$264	\$198
Quarter page (5.125" x 8")	\$176	\$158	\$141	\$106
Banner ad (10.375" x 3")	\$132	\$119	\$106	\$79
Image ad (5.125" x 5")	\$110	\$99	\$88	\$66
Eighth page (5.125" x 4")	\$88	\$79	\$70	\$53
Business card (5.125" x 2 or 2.5" x 4)	\$44	\$40	\$35	\$27
Directory ad (2.5" x 2 or 5.125" x 1)	\$22	\$20	\$18	\$13

Column Width Sizes

Tab Size Paper – Full Page 10.375" x 16.25"

Column	Inches
1	2.5"
2	5.125"
3	7.75"
4	10.375"

Frequency/ Bulk Discount Rates

All prices are per column inch

1-12x (Open/Political rate)	\$11.00
13-25x (or 100"-499" bulk)	\$9.90
26-39x (or 500"-999" bulk)	\$8.80
40-52x (non-profit or 1000"+ bulk)	\$6.60

Pre-Printed Inserts

Flat rates - single sheet

1-12 times	\$250
13-25 times	\$225
26-52 times	\$200

Full run required - 5,000 copies.

Not to exceed 8.5x11 (must deliver folded if over 8.5x11 or folding fees apply.)

Above rates are based on regular paper stock. All others priced by weight.

Deadline: Friday, 3pm – 1 week before publication date

Ship to: PM Graphics

 c/o Geauga County Maple Leaf
 10170 Phillipp Parkway,
 Streetsboro, Ohio 44241

Classifieds

Liner Ads: \$2.10/line/1x; \$3.10/line/2x; \$3.95/line/3x; \$4.45/line/4x. Non-business subscribers may run one free ad per week with a current subscription. **Display classifieds** are \$11.00 per column inch. Call for quote.

Legal Ads

1 time:	\$2.10 per line
2 times:	\$3.10 per line
3 times:	\$3.95 per line
4 times:	\$4.45 per line
5 times:	\$4.90 per line
6 times:	\$5.45 per line

Affidavit fees may apply.

Deadline: The normal deadline for legal notices is Tuesday at 4:00 P.M. for inclusion in that weeks' paper. If notified in advance, the deadline may be extended to accommodate your needs. Call Jeff Karlovec at (216) 696-3322 to make arrangements. Send legal notices to Attn: Jeff Karlovec via E-mail: legalads@geaugamapleleaf.com or Fax: (216) 696-6329

Commercial Printing

We print business cards, brochures, fliers, programs, calendars, and more. Custom printing for any event is available. Call us for a quote!

CIRCULATION:

- Thursday publication
- 12,500+ Readership
- 5,000 copies weekly
- 200+ internet only subscribers
- Direct Mailed
- Paid subscribers
- Available in over 75 rack locations in Auburn, Bainbridge, Burton, Chardon, Chesterland, Claridon, Hambden, Huntsburg, Middlefield, Montville, Munson, Newbury, Parkman, Russell, Thompson, Troy

DEADLINES:

DISPLAY:

Space reservations, copy and all art are due Friday, 3:00 p.m. Camera ready art is due by Monday, noon. Call if there will be a delay.

CLASSIFIEDS:

Space reservations and copy are due Monday, 3:00 p.m.

LEGALS:

Tuesday, 4:00 P.M. for inclusion in that weeks' paper.

PRE-PRINTED INSERTS:

Material is due Friday, one week prior to run date.

ON-LINE ADS:

Material is due Thursday, noon one week prior to run date.

COLOR ALERT!

Full color – \$90

Spot color – \$30

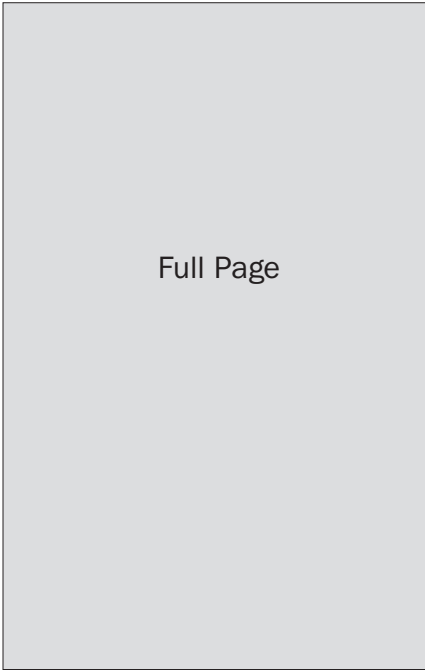
Minimum ad size required.

Call for details.

ART SPECS:

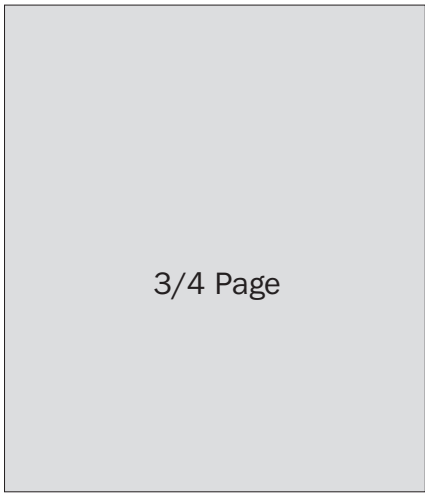
Send a PDF file of at least 200 dpi resolution for best quality print. All supplied art will run as provided. Send to: ads@geaugamapleleaf.com

Ad sizes reference sheet



Full Page

Full page - 10.375" x 16.25"



3/4 Page


3/4 page - 10.375" x 12"
Banner Ad - 10.375" x 3"



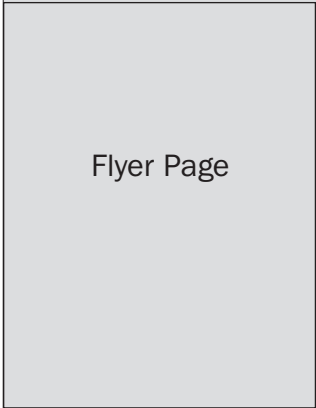
Banner Ad

**Ad sizes can be
customized to
meet your budget!**

Your ad height can increase in
1/2" increments. Call for details!
Upgrade your ad size or add
color for better exposure!

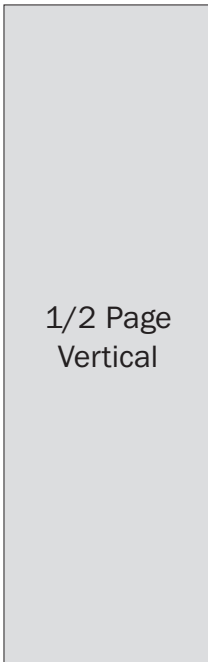


Page Buster



Flyer Page

Flyer page - 7.75" x 10"
Page Buster - 7.75" x 12"

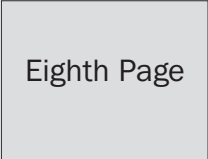


1/2 Page
Vertical

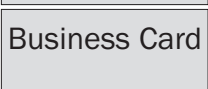
1/2 page vertical - 5.125" x 16.25"
Image ad - 5.125" x 5"




Image Ad



Eighth Page



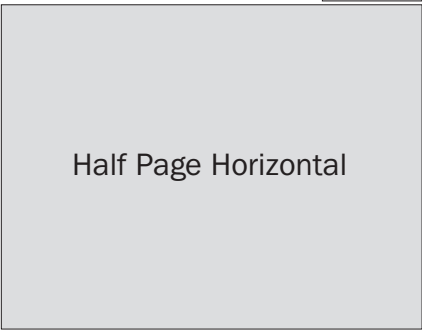
Business Card



Directory
Ad



Quarter Page



Half Page Horizontal

Quarter Page - 5.125" x 8"
Eighth page - 5.125" x 4"
Business Card - 5.125" x 2"
Directory Ad - 2.5" x 2"
Half page horizontal - 10.375" x 8"



**Expand your reach
with on-line advertising!**

**Connect with our viewers and reach more
people in and out of Geauga County**

**Take advantage of unique and cost-effective advertising
opportunities on our award-winning website:
www.geaugamapleleaf.com**

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Online Advertising Rates

www.geaugamapleleaf.com

What are the benefits of online advertising?

ENHANCE your print advertising with expanded coverage

INCREASE Internet traffic to your website with direct links from our website.

EXTEND your consumer base outside of Geauga County.

Our award-winning website has a variety of great advertising opportunities. Our website attracts more than 32,000 hits and more than 83,500 page visits a month and is updated daily with breaking Geauga County news. Call today and let us help drive more traffic to your business and your website!

Don't have an online ad ready? Let us help you get started. Design rates are available.

DEADLINE: Online ads are due Thursday 12 noon, one week prior to run date.

The screenshot shows the Geauga County Maple Leaf website. The header includes the site name, date (Friday, January 11, 2013), and weather (Cloudy, 54°F). The main content area features a 'Latest News' section with a headline about Parkman Twp. Trustee Resigns. Below this is a 'Leaderboard' ad space. To the right, there's a 'CCW Classes Available' ad and a 'Frogger' game. The left sidebar contains a 'Subscriber Login' form, a 'Home' link, and a 'Latest News' section. The bottom of the page has a 'More News' section with links to various local stories and a 'Latest Sports' section with links to sports news.

HOME PAGE

Position	Size (in pixels)	Monthly
Leaderboard	600 x 160	\$ 400
Skyscraper	160 x 600	\$ 300
Large Rectangle	300 x 250	\$ 300
Tile	160 x 160	\$ 150

INSIDE SECTION

Position	Size (in pixels)	Monthly
Leaderboard	600 x 160	\$ 300
Skyscraper	160 x 600	\$ 250
Large Rectangle	300 x 250	\$ 200
Tile	160 x 160	\$ 100

SOCIAL MEDIA

NEW! Monthly Rates Apply

- YouTube 10 second video ad
- Digital Billboard Ad (on Chardon Square)
- Call for pricing!

Frequency Discounts!

Contract Duration	Discount
6 months	10%
12 months	20%

Combination Print/Online Discount

Print Spending	Online Discount
\$500-\$1,000	10%
\$1001-\$2,500	15%
\$2,500+	20%

Advertise 24/7 with www.geaugamapleleaf.com

Advertise in these Seasonal
Feature Sections and Save!
while targeting specialized markets

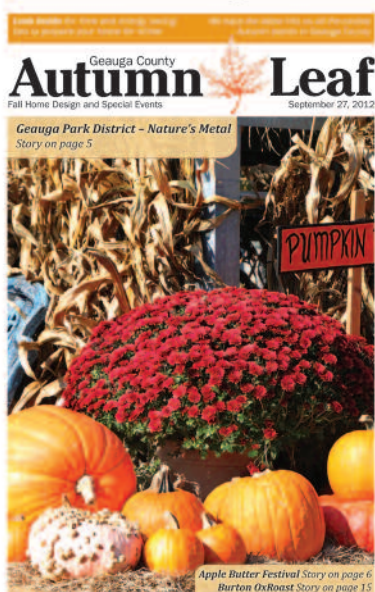
Boost your sales in Geauga County!

Throughout the year, the Geauga County Maple Leaf produces feature sections showcasing seasonal events in the community, as well as home & garden design ideas and more.

BUY ALL 3 & SAVE! Ask about ONLINE ADS and VIDEO
Color is limited. Reserve Early! ADS tied to our online videos



April 25th



September 26th



November 21st

CALL DIANE FOR DETAILS 440.285.2013

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PLAN AHEAD & SAVE!

Pick 3 feature sections & save with the 3-combo rate!

Maximize your visibility! Advertise your community activities, festivals, home & garden design services, and other seasonal events. These feature sections offer a wide variety of advertising opportunities to all kinds of businesses and help you target your ideal markets. Ask about our ONLINE advertising discount package, also available!

2013 FEATURE SECTION RATES

See the Savings! Choose 3 feature sections and use the 3-combo rate for each ad.

Cost per issue	3-Combo Savings	Single rate
Full Page (10.375" wide x 16.25" high)	\$350	\$429
Half Page (10.375" wide x 8" high)	\$185	\$225
Quarter page (5.125" wide x 8" high)	\$100	\$128
Banner ad (10.375" wide x 2" high)	\$90	\$100
Image ad (5.125" wide x 6" high)	\$80	\$96
Eighth Page (5.125" wide x 4" high)	\$55	\$64
Business Card (5.125" wide x 2" high)	\$35	\$44

Special Bonus!

We will publish a FREE article about your company or a photo with a minimum Image ad buy!

Add Color!

Add full color to your ad for only \$30 extra with a minimum Image ad buy!

Reserve Your Space Today! • Call Diane at 440-285-2013

About our feature sections...

SPRING LEAF

• Publishes 4-25-13 • Art Deadline 4-4-13
A **SPRING GUIDE** to Home and Garden Design, Home Improvement, Community Events, and a special spotlight on the **MAPLE FESTIVAL**.



AUTUMN LEAF

• Publishes 9-26-13 • Art Deadline 9-5-13
A **FALL GUIDE** to Home and Garden Design, Home Improvement, Community Events, and a special spotlight on the **APPLE BUTTER FESTIVAL**.



HOLLY LEAF

• Publishes 11-21-13 • Art Deadline 10-31-13
A **HOLIDAY GUIDE** to Decorating Tips, Gift Ideas and Community Events. This is a great opportunity before the holidays to announce your store sales, festivals, calendar of events and special gift items.





**SHOW SCHOOL SPIRIT, SUPPORT
YOUR LOCAL TEAM, AND SAVE!**

*Buy All 3 and Save with
the 3-Combo Rate!*

HIGH SCHOOL SPORTS AND GRADUATION
Full Color
Glossy Magazine **FEATURE SECTIONS**
Ask about ONLINE ADS and VIDEO ADS tied to our online videos

GRADUATION

- Publishes 6-27-13
- Art Deadline 6-6-13

This special section celebrates all of the high school graduates of the year, including the honor students.

FOOTBALL

- Publishes 8-22-13
- Art Deadline 8-1-13

This Award Winning* section highlights high school football prior to the first games of the season.

BASKETBALL

- Publishes 12-5-13
- Art Deadline 11-14-13

The Award Winning* Basketball preview covers both boys and girls basketball teams.

Reserve Your Space Early!

Call Diane at (440) 285-2013 for details

*Basketball won 1ST PLACE and Football won 3RD PLACE from Ohio Prep Sports Writers Association, 2009-2010. *Basketball won 2ND PLACE from Ohio Newspaper Association, 2010-2011

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You'll cheer for these savings!

Buy all 3 feature sections and save with the 3-combo rate!

Geauga County Maple Leaf high school feature sections support local schools in Geauga County and offer businesses the opportunity to do the same while reaching a broad audience at discounted rates.

Extra copies of the sports previews are distributed at games and posted on our website for additional exposure.

RATES – New Feature! FULL COLOR ON ALL ADS

See the Savings! – Choose all 3 feature sections and use the 3-combo rate for each ad.

Cost per issue	3 Combo Savings	Single Rate
Full page (7.375" x 9.875")	\$250	\$300
Half page (7.375" x 4.875")	\$150	\$175
Image ad (4.875" x 4.875")	\$100	\$125
Sponsor Banner ad (7.375" x 2.375")	\$75	\$100
Business card (2.375" x 4.875" or 4.875" x 2.375")	\$55	\$75
Small block (2.375" x 2.375")	\$35	\$50

*Note: You can choose a different size for each section and the 3-Combo discount still applies.

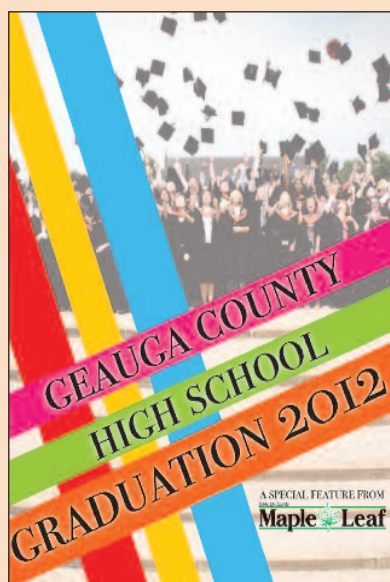
ONLINE ADS and VIDEO advertising AVAILABLE
on our website @ www.geaugamapleleaf.com – call for details!

About our feature sections...

GRADUATION

• Publishes 6-27-13 • Art Deadline 6-6-13

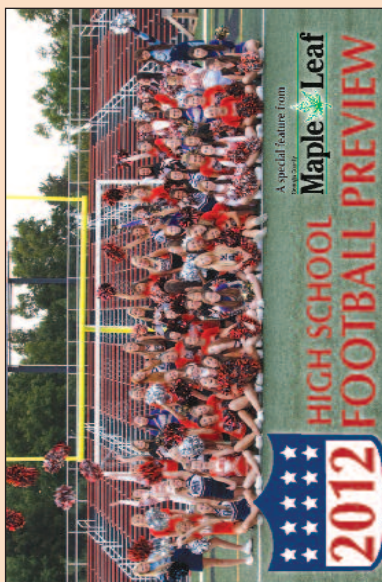
This special section celebrates all the high school graduates of the year, including the honor students.



FOOTBALL

• Publishes 8-22-13 • Art Deadline 8-1-13

This Award Winning section highlights Geauga County high school football prior to the first games of the season.



BASKETBALL

• Publishes 12-5-13 • Art Deadline 11-14-13

The Award Winning Basketball preview covers both boys and girls basketball teams. Reach out to a broader client base!



Space is Limited! Call Diane at (440) 285-2013

Or email your request to devans@geaugamapleleaf.com and cc: ads@geaugamapleleaf.com

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Advertising Contract

Date _____

It is hereby agreed that _____, herein known as Advertiser, will advertise in the Geauga County Maple Leaf _____ times beginning _____ through _____ a minimum _____ column inches at the rate of _____ per column inch (net) in the following:

Business name
Contact
Address
City
State and Zip Code
Billing Address
Phone
Fax
Email
Number of tearsheets requested

Check all that Apply:

- ☐ Maple Leaf ☐ Special Section
☐ Pre-Printed Inserts ☐ On-line

Maple Leaf

Run Date	Ad Size	Color	Price
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Special Sections – Seasonal and High School

Section Name	Run Date	Ad Size	Color	Price
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Pre-printed Inserts

Start Date	End Date	Size	Frequency	Price
_____	_____	_____	_____	_____

On-line

Start Date	End Date	Size	Placement	Price
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Total cost of contract _____

SPECIAL COMMENTS

Accepted by _____ Date _____

Account Executive _____ Date _____

Disclaimer...

The Geauga County Maple Leaf is a tabloid size newspaper published weekly on Thursday and mailed to subscribers in Geauga County. Contents include community news, sports, schools, Sheriff reports, legal notices and county news. We cannot be responsible for the quality or discolorations in camera ready ads provided by the advertiser or its agents. This contract while in effect is not affected by a rate increase.

Published on Thursdays, On-line Everyday!

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2013 Calendar At-A-Glance

January

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 ²⁴ / ₃₁	25	26	27	28	29	30

April

Spring Leaf &
Maple Festival

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

Graduation

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 ²³ / ₃₀	24	25	26	27	28	29

July

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

Football Preview

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

Autumn Leaf

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

Holly Leaf

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

Basketball Preview

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

ASK ABOUT THE 3-COMBO RATE SAVINGS!

Reserve Your Space Today! Color is Limited.

Space & Copy Deadlines are Thursday 3 weeks prior to publication date.

Contact Diane Evans for details: (440) 285-2013 or devans@geaugamapleleaf.com • ads@geaugamapleleaf.com