

Messenger

columbus

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2018

MEDIA KIT

January 1, 2018



Columbus Messenger Newspapers

3500 Sullivant Avenue, Columbus, Ohio 43204

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CIRCULATION/DEMOGRAPHICS

SOUTHWEST MESSENGER (bi-weekly, every other Sunday)

Franklin County	Zip Code	Home Delivery	Demographics	
	43123	19,168	Median Age	35
	43140	132	Median Income	\$66,111
Pickaway County			Own Home	78%
	43146	<u>1,424</u>	Median Home Value	\$190,229
Home Delivery		20,724		
Racks		<u>1384</u>		
Total Circulation		22,108		

WESTSIDE MESSENGER (bi-weekly, every other Sunday)

Franklin County	Zip Code	Home Delivery	Demographics	
	43204	5,205	Median Age	35
	43223	5,395	Median Income	\$45,310
	43228	7,020	Own Home	60%
	43119	<u>5,691</u>	Median Home Value	\$111,971
Home Delivery		23,399		
Racks		<u>1,766</u>		
Total Circulation		25,165		

SOUTHEAST MESSENGER (bi-weekly, every other Sunday)

Franklin County	Zip Code	Home Delivery	Demographics	
	43207	1,084	Median Age	37
	43232	4,581	Median Income	\$59,792
	43125	4,070	Own Home	71%
	43110	7,887	Median Home Value	\$139,789
	43068	<u>2,158</u>		
Home Delivery		19,780		
Racks		<u>570</u>		
Total Circulation		20,210		

EASTSIDE MESSENGER (bi-weekly, every other Sunday)

Franklin County	Zip Code	Home Delivery	Demographics	
	43068	10,200	Median Age	39
			Median Income	\$72,500
			Own Home	76%
			Median Home Value	\$176,728
Total Circulation		10,200		

MADISON MESSENGER (weekly, every Sunday)

Madison County	Zip Code	Home Delivery	Demographics	
	43140	7,625	Median Age	38
	43143	1,595	Median Income	\$68,734
	43153	326	Own Home	74%
	43162	2,828	Median Home Value	\$155,006
Union County	43064	2,218		
Franklin County	43119	257		
	43209	<u>135</u>		
Total Circulation		14,984		

RATES

SOUTHWEST MESSENGER

Open Rate/Column Inch	\$14.30
Local Rate/Column Inch	\$11.20
1/16 Page Local B&W	\$65.40*
1/8 Page Local B&W	\$130.80*
1/4 Page Local B&W	\$261.60*

Call for multiple paper discounts and full page rates.

WESTSIDE MESSENGER

Open Rate/Column Inch	\$14.20
Local Rate/Column Inch	\$11.10
1/16 Page Local B&W	\$64.83*
1/8 Page Local B&W	\$129.65*
1/4 Page Local B&W	\$259.30*

Call for multiple paper discounts and full page rates.

MADISON MESSENGER

Open Rate/Column Inch	\$10.80
Local Rate/Column Inch	\$7.90
1/16 Page Local B&W	\$51.32*
1/8 Page Local B&W	\$102.63*
1/4 Page Local B&W	\$205.25*

Call for multiple paper discounts and full page rates.

SOUTHEAST MESSENGER

Open Rate/Column Inch	\$14.20
Local Rate/Column Inch	\$11.10
1/16 Page Local B&W	\$64.83*
1/8 Page Local B&W	\$129.65*
1/4 Page Local B&W	\$259.30*

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EASTSIDE MESSENGER

Open Rate/Column Inch	\$14.10
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1/16 Page Local B&W	\$64.25*
1/8 Page Local B&W	\$128.50*
1/4 Page Local B&W	\$257.00*

Call for multiple paper discounts and full page rates.

Front Page & Web

Masthead Ad (full-color)	\$125.00/week/paper
Front Page Banner (full-color)	\$125.00/week/paper
Web Site Ads	Call for prices

*All ads are uploaded to our web site. Prices include nominal web charge.

MECHANICAL INFORMATION

ALL DEADLINES 5 P.M. MONDAY

Column Width: 1.1875 inches (7 picas) Columns per page: 8 Page depth: 11.5"

Column Measurements

1 column	1.1875 inches	(7 picas)
2 column	2.5 inches	(15 picas)
3 column	3.8125 inches	(23 picas)
4 column	5.1875 inches	(31 picas)
5 column	6.5 inches	(39 picas)
6 column	7.8125 inches	(47 picas)
7 column	9.1875 inches	(55 picas)
8 column	10.5 inches	(63 picas)

Advertising Specifications

The minimum display advertising accepted is 4 column inches. Advertising 11 inches deep will be charged the full column depth of 11.5 inches. A full page advertisement has 92 column inches. All advertising accepted ROP. Color is available depending upon pages.

Electronic Submissions

Please provide art or completed ad files in the following formats:

- PDF files compatible with Adobe Acrobat 5.0
(If using Acrobat Distiller contact the production department for settings.)
- Quark 4.0 for Mac (Please include fonts & placed art.)
- Text files: Microsoft Word (.doc files, we can not accept .docx files.)
- Line Art: 600 dpi at actual size - TIF, JPG, EPS, PDF
- Photo/Image Art: 200 dpi at actual size - TIF, JPG, EPS, PDF

Note: We can not accept Publisher files. If you have any questions please contact the Production Department.

Advertising Proof

Requests for advertising proofs must be made 48 hours prior to published deadlines. When a proof is requested, the advertiser assumes all responsibility for accuracy.

Advertising Errors

Extreme care is exercised to prevent errors but when they do occur, the Columbus Messenger Company is not responsible for more than one incorrect insertion and shall be responsible only then for the price of the advertising space ordered. Adjustments for errors by the newspaper must be limited to the actual space wherein the error occurred.

Advertising Rates

The newspaper reserves the right to revise rates with 30 days notice to current advertisers and advertisers on contract.

Contracts

Frequency contracts are available to local businesses which have retail outlets in the central Ohio market. The contract must be with the retail outlet, not an agent. All three contracts, being the 4-week, the 13-week and the 26-week schedules have the option of weekly or every other week insertion. A minimum of 4 column inches must be purchased weekly to maintain a contract.

All new advertisers, or any advertiser who has not advertised within the past six (6) months, must pre-pay the first six (6) weeks or six (6) insertions of advertising ordered, whichever is the longer period of time. All advertising billed must be paid in full by the 10th of the month following.

****2018 SPECIAL SECTIONS****

JANUARY

HEALTH & FITNESS

Pub. Date: Jan. 14

Deadline: Jan. 8

Editorial

SENIOR SECTION

Pub. Date: Jan. 28

Deadline: Jan. 22

Editorial

MAY

MOTHER'S DAY

Pub. Date: May 6

Deadline: April 30

SENIOR SECTION

Pub. Date: May 6

Deadline: April 30

Editorial

MEMORIAL DAY

Pub. Date: May 20

Deadline: May 14

Editorial

SEPTEMBER

COUPON MANIA

Pub. Date: Sept. 9

Deadline: Sept. 4

SENIOR SECTION

Pub. Date: Sept. 23

Deadline: Sept. 17

Editorial

FALL CARE CARE

Pub. Date: Sept. 23

Deadline: Sept. 17

Editorial

FEBRUARY

VALENTINE'S DAY

Pub. Date: Feb. 11

Deadline: Feb. 5

Editorial

TAXES & MONEY REFUNDS

Pub. Date: Feb. 25

Deadline: Feb. 19

Editorial

COUPON MANIA

Pub. Date: Feb. 25

Deadline: Feb. 19

JUNE

ASK THE EXPERTS

Pub. Date: June 3

Deadline: May 28

Editorial

SUMMER SIZZLER

Pub. Date: June 17

Deadline: June 11

Editorial

HILLTOP BEAN DINNER

Pub. Date: June 17

Deadline: June 11

WESTLAND PARADE

Pub. Date: June 17

Deadline: June 11

OCTOBER

APPLE BUTTER DAYS (SE ONLY)

Pub. Date: Oct. 7

Deadline: Oct. 1

EMPLOYMENT SECTION

Pub. Date: Oct. 21

Deadline: Oct. 15

ELECTION SECTION

FALL HOME SECTION

Pub. Date: Oct. 28

Deadline: Sept. 22

Editorial

MARCH

EMPLOYMENT SECTION

Pub. Date: March 11

Deadline: March 5

SENIOR SECTION

Pub. Date: March 25

Deadline: March 19

Editorial

Easter Section

Pub. Date: March 25

Deadline: March 19

Editorial

JULY

SENIOR SECTION

Pub. Date: July 15

Deadline: July 9

Editorial

BACK TO SCHOOL SECTION

Pub. Date: July 29

Deadline: July 23

Editorial

NOVEMBER

ELECTION SECTION

Pub. Date: Nov. 4

Deadline: Oct. 29

Editorial

SENIOR SECTION

Pub. Date: Nov. 18

Deadline: Nov. 12

Editorial

BLACK FRIDAY SECTION

Pub. Date: Nov. 18

Deadline: Nov. 12

Editorial

APRIL

SPRING HOME SETION

Pub. Date: April 8

Deadline: April 2

Editorial

SPRING CAR CARE

Pub. Date: April 22

Deadline: April 16

Editorial

AUGUST

BACK TO SCHOOL

Pub. Date: Aug. 12

Deadline: Aug. 6

Editorial

LABOR DAY SECTION

Pub. Date: Aug. 26

Deadline: Aug. 20

Editorial

DECEMBER

LAST MINUTE GIFTS

Pub. Date: Dec. 2

Deadline: Nov. 26

Editorial

Holiday Section

Pub. Date: Dec. 16

Deadline: Dec. 10

Editorial

AD SIZES-MESSENGER NEWSPAPERS

AD SIZE:
5.1875" x 5-3/4"

1/4 PAGE
\$259.30

AD SIZE:
5.1875" x 5-3/4"

1/8 PAGE
\$130.00

AD SIZE:
1/16TH PAGE

2.5" X 4"

\$75.00

AD SIZE:
2.5" x 2"

\$55.00

AD SIZE:
2.5" x 3"

\$66.60