

Messenger

columbus

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2019

MEDIA KIT

January 1, 2019



Columbus Messenger Newspapers

3500 Sullivant Avenue, Columbus, Ohio 43204

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CIRCULATION/DEMOGRAPHICS

“Celebrating 44 Years”

SOUTHWEST MESSENGER (bi-weekly, every other Sunday)

Franklin County	Zip Code	Home Delivery	Serving all of Grove City and Commercial Point	
	43123	21,450	Demographics	
	43126	132	Median Age	35
Pickaway County			Median Income	\$66,111
	43146	1,424	Own Home	78%
Home Delivery		23,006	Median Home Value	\$190,229
Racks		500		
Total Circulation		23,506		

We are the LARGEST Newspaper in GROVE CITY Cols. Dispatch Only Reaches 3,332 Households

WESTSIDE MESSENGER (bi-weekly, every other Sunday)

Franklin County	Zip Code	Home Delivery	Serving Prairie Twp., Lincoln Village, Westgate	
	43204	10,434	Demographics	
	43223	1,245	Median Age	35
	43228	6,864	Median Income	\$45,310
Home Delivery		18,543	Own Home	60%
Racks		1,500	Median Home Value	\$111,971
Total Circulation		20,043		

We are the LARGEST Newspaper on the WESTSIDE Cols. Dispatch Only Reaches 1,554 Households

SOUTHEAST MESSENGER (bi-weekly, every other Sunday)

Franklin County	Zip Code	Home Delivery	Serving all of Groveport and entire Groveport School District	
	43125	4,521	Demographics	
	43207	2,437	Median Age	37
	43232	12,217	Median Income	\$59,792
Home Delivery		19,175	Own Home	71%
Racks		1,000	Median Home Value	\$139,789
Total Circulation		20,175		

We are the ONLY Newspaper in Groveport. Col. Dispatch Only Reaches 1,626 Households

EASTSIDE MESSENGER (bi-weekly, every other Sunday)

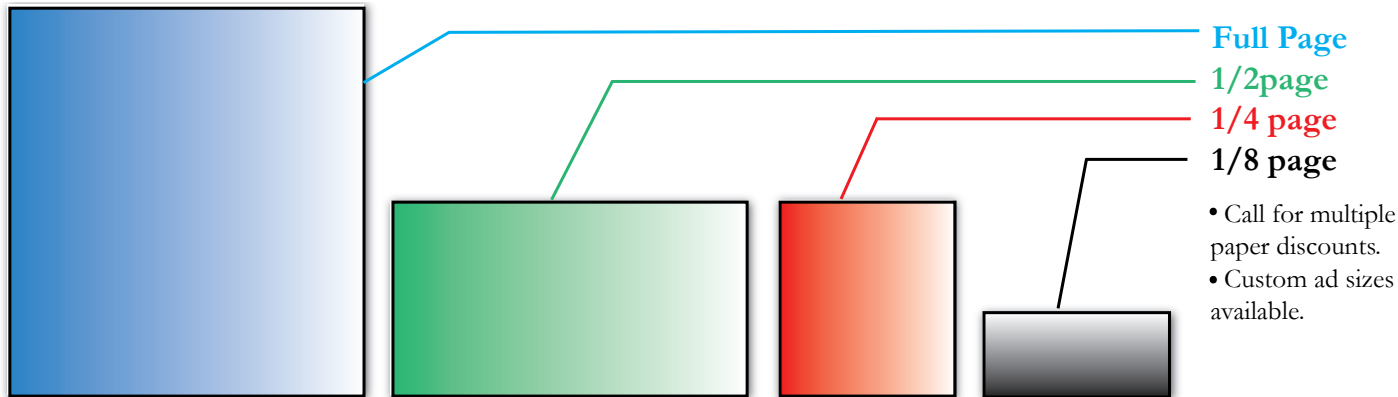
Franklin County	Zip Code	Home Delivery	Serving Canal Winchester and entire Canal Winchester School District	
	43110	12,559	Demographics	
Racks		1,000	Median Age	39
Total Circulation		13,559	Median Income	\$72,500
			Own Home	76%
			Median Home Value	\$176,728

We are the LARGEST Newspaper in CANAL WINCHESTER Cols. Dispatch Only Reaches 1,357 Households

MADISON MESSENGER (weekly, every Sunday)

Madison County	Zip Code	Home Delivery	Serving London, West Jefferson, Plain City, South Solon, Range, South Charleston and Mt. Sterling	
	43140	7,625	Demographics	
	43143	1,595	Median Age	38
	43153	326	Median Income	\$68,734
	43162	2,828	Own Home	74%
Union County	43064	2,218	Median Home Value	\$155,006
Franklin County	43119	257		
Total Circulation		14,849		

90,000 copies distributed every other week
We have the largest circulation newspaper in our zoned areas.



Publication	Full page	Half page*	1/4 page*	1/8 page*
Eastside	Call for price	\$512.00	\$257.00	\$128.50
Madison	Call for price	\$502.80	\$252.40	\$126.20
Southeast	Call for price	\$516.60	\$259.30	\$129.65
Southwest	Call for price	\$521.20	\$261.60	\$130.80
Westside	Call for price	\$516.60	\$259.30	\$129.65

*All ads are uploaded to our website. 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 (PDF/x-1a:2001)
- QuarkXpress (Please include fonts & placed art.)
- Text files: Microsoft Word (.doc, .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
- If you have any questions please contact our 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.

****2019 SPECIAL SECTIONS****

JANUARY

HEALTH & FITNESS

Pub. Date: Jan. 13

Deadline: Jan. 8

Editorial

SENIOR SECTION

Pub. Date: Jan. 27

Deadline: Jan. 22

Editorial

MAY

MOTHER'S DAY

Pub. Date: May 5

Deadline: April 30

GROVE CITY LIVING

Pub. Date: May 5

Deadline: April 30

Editorial

SENIOR SECTION

Pub. Date: May 5

Deadline: April 30

Editorial

MEMORIAL DAY

Pub. Date: May 19

Deadline: May 14

Editorial

SEPTEMBER

GROVE CITY LIVING

Pub. Date: Sept. 8

Deadline: Sept. 3

Editorial

SENIOR SECTION

Pub. Date: Sept. 22

Deadline: Sept. 17

Editorial

FALL HOME CARE

Pub. Date: Sept. 22

Deadline: Sept. 17

Editorial

FEBRUARY

VALENTINE'S DAY

Pub. Date: Feb. 10

Deadline: Feb. 5

Editorial

TAXES & MONEY REFUNDS

Pub. Date: Feb. 24

Deadline: Feb. 19

Editorial

COUPON MANIA

Pub. Date: Feb. 24

Deadline: Feb. 19

JUNE

ASK THE EXPERTS

Pub. Date: June 2

Deadline: May 28

Editorial

HILLTOP BEAN DINNER

Pub. Date: June 16

Deadline: June 11

SUMMER SIZZLER

Pub. Date: June 30

Deadline: June 25

Editorial

WESTLAND PARADE

Pub. Date: June 30

Deadline: June 18

OCTOBER

APPLE BUTTER DAYS (SE ONLY)

Pub. Date: Oct. 6

Deadline: Oct. 1

EMPLOYMENT SECTION

Pub. Date: Oct. 20

Deadline: Oct. 15

FALL CARE CARE

Pub. Date: Oct. 20

Deadline: Oct. 14

Editorial

MARCH

EMPLOYMENT SECTION

Pub. Date: March 10

Deadline: March 4

GROVE CITY LIVING

Pub. Date: March 10

Deadline: March 5

Editorial

SENIOR SECTION

Pub. Date: March 24

Deadline: March 19

Editorial

JULY

SENIOR SECTION

Pub. Date: July 14

Deadline: July 9

Editorial

BACK TO SCHOOL

Pub. Date: July 28

Deadline: July 23

Editorial

NOVEMBER

ELECTION SECTION

Pub. Date: Nov. 3

Deadline: Oct. 29

Editorial

GROVE CITY LIVING

Pub. Date: Nov. 3

Deadline: Oct. 29

Editorial

SENIOR SECTION

Pub. Date: Nov. 17

Deadline: Nov. 12

BLACK FRIDAY SECTION

Pub. Date: Nov. 17

Deadline: Nov. 12

APRIL

SPRING HOME SECTION

Pub. Date: April 7

Deadline: April 2

Editorial

SPRING CAR CARE

Pub. Date: April 21

Deadline: April 16

Editorial

AUGUST

BACK TO SCHOOL

Pub. Date: Aug. 11

Deadline: Aug. 6

Editorial

LABOR DAY

Pub. Date: Aug. 25

Deadline: Aug. 20

Editorial

DECEMBER

LAST MINUTE GIFTS

Pub. Date: Dec. 1

Deadline: Nov. 26

Editorial

HOLIDAY SECTION

Pub. Date: Dec. 15

Deadline: Dec. 10

Editorial