

## MEDIA KIT



# Olmsted Community Guide

Master Printing Group is once again proud to collaborate with the Olmsted Chambers of Commerce and associated partners within Olmsted Falls and Olmsted Township.

## WHAT'S INSIDE?

A showcase of the **best of Olmsted** with locally focused articles and imagery including:

- Local History and Attractions
- Community Activities and Awards
- Civic and Community Organizations
- Detailed Map and Street Index
- Government Contacts
- Chamber of Commerce Listings

## OLMSTED MARKET MEDIANS:



**44**

Age of readers



**\$193K**

House Value



**\$71,365**

Household Income

## 2021 CIRCULATION SNAPSHOT:

In April, over **10,000** Guides will be delivered to all USPS residential and business patrons in zip code **44138**.

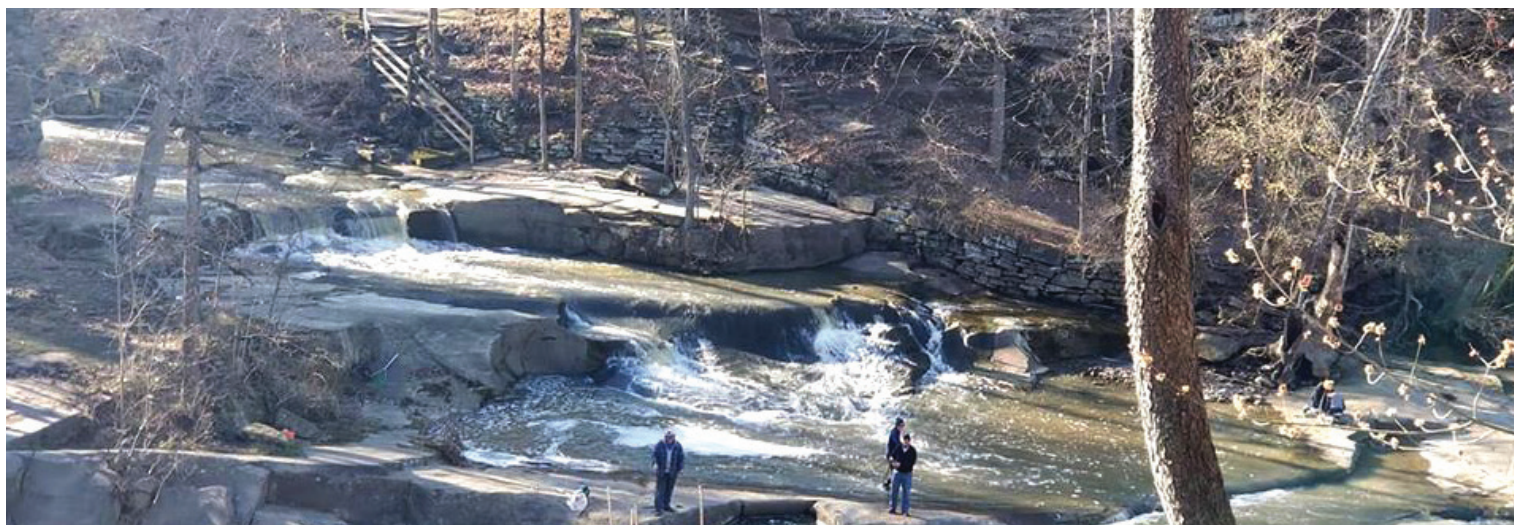
Additional copies are available throughout the year at various community locations.



Benefiting  
Olmsted!



**INCREASE YOUR VISIBILITY and EXTEND YOUR MARKETING DOLLARS!**



# Affordable and Effective Advertising

**STARTING AT LESS THAN 5¢ PER MAGAZINE, YOUR AD CAN DRAW:**

## RETURN ON INVESTMENT

- 23%** improved ROI with magazine advertising at comparable budget levels to other forms of advertising.
- 25%** more money is spent by consumers who receive direct mail and email marketing.

## IMMEDIATE IMPACT

- 68%** of readers purchase products and services from ads seen in publications.
- 79%** of consumers will act on direct mail immediately.

## LONG-TERM EXPOSURE

- 80%** of consumers will at least scan the magazines and other direct mail they receive.
- 76%** of readers still have the old edition of a magazine in hand when the new edition arrives.

## CREDIBILITY AND TRUST

- 62%** of North American consumers trust magazine advertising over online advertising.
- 51%** of consumers prefer direct mail from local shops.





# Olmsted

## Community Guide

**Only One of Each Available per Guide!**

Size/Location	Chamber Members	Non Members
Back Cover	<input type="checkbox"/> \$2,972	<input type="checkbox"/> \$3,757
Front Inside Cover	<input type="checkbox"/> \$2,396	<input type="checkbox"/> \$3,029
Back Inside Cover	<input type="checkbox"/> \$2,360	<input type="checkbox"/> \$2,983
Centerfold 2 Page Spread	<input type="checkbox"/> \$3,293	<input type="checkbox"/> \$3,805

Chamber Membership will be verified before payment is processed. Contact the Chamber for membership information by calling 440-235-0032 or visiting [www.olmstedchamber.org](http://www.olmstedchamber.org)

Size	Chamber Members	Non Members
3 Page Foldout	<input type="checkbox"/> \$3,445	<input type="checkbox"/> \$3,995
2 Page Spread	<input type="checkbox"/> \$3,113	<input type="checkbox"/> \$3,596
Full Page	<input type="checkbox"/> \$1,345	<input type="checkbox"/> \$1,700
Half Page	<input type="checkbox"/> \$920	<input type="checkbox"/> \$1,289
One-Third Page (horizontal)	<input type="checkbox"/> \$685	<input type="checkbox"/> \$959
Quarter Page (vertical)	<input type="checkbox"/> \$560	<input type="checkbox"/> \$769
Eighth Page (horizontal)	<input type="checkbox"/> \$356	<input type="checkbox"/> \$500
Non-Profit Eighth Page	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250

**RESERVE YOUR AD SPACE TODAY**  
by completing the form below  
or go online to [www.masterprintinggroup.com](http://www.masterprintinggroup.com)

**PAYMENT DUE ON OR BEFORE: April 1, 2021**  
**Questions? Please email: [sales@masterprintinggroup.com](mailto:sales@masterprintinggroup.com)**

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

☐ I will be supplying Master Printing with an Ad file. ☐ I need an ad created using Master Printing's design services.\*  
\*Additional costs will apply for design services

Please fax, mail or drop off a copy of this completed order form with a check payable to Master Printing Group  
If you'd like to pay with your credit card, please fill out the bottom portion of this form.  
**For your security, do not email credit card information.**

I authorize BPC to charge my: (check one) ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex in the amount of: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ ☐ Keep My Card on File

Sec.Code/CCV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Address (if differ. than above): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Providing this information constitutes your permission for Master Printing Group to contact you regarding related information via mail, email, phone and recorded message.

Fax the form to (440) 234-2601 or mail it to  
Master Printing Group • 1060 W. Bagley Road, Suite 102 • Berea, OH 44017 | Phone: (440) 243-1080

# Production Calendar

Publication City	OLMSTED 2021
Initial Distribution Reach	10,000
Creative Deadline	March 12, 2021
Distribution Date	April 2021

## Rates and Specifications

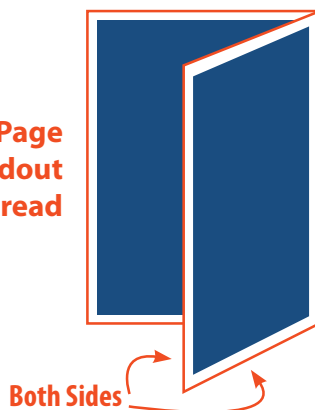
### Advertisement Sizes:

Two page spread:	17.25" x 11.25"
Full page:	8.75" x 11.25"
1/2 page:	7.875" x 4.875"
1/3 page H:	7.875" x 3.375"
1/4 page V:	3.78" x 4.875"
1/8 page H:	3.78" x 2.3"



**OLMSTED GUIDE**  
PLEASE EMAIL ART TO:  
sales@  
masterprintinggroup.com

**3 Page  
Foldout  
Spread**



### Ad Design Specifications and Guidelines

- We prefer electronic artwork in one of the following formats for PC or MAC: Hi-res PDF, eps, ai, hi-res tif, jpg. We can accept Adobe Photoshop, Illustrator and InDesign files.
- Print-ready artwork emailed or on a disc as defined in a file saved in one of our acceptable formats above, with all linked images and fonts (or convert all text to outlines).
- All colors must be CMYK value. PMS spot or RGB colors will be converted to their CMYK values.
- All photos, logos or art included should be at least 300 dpi at the desired size (100%).
- If you need a complete ad campaign, we can create one for you at our regular hourly design rates.
- We reserve the right to refuse any advertising we find offensive or inappropriate.