

The Oakwood Register

937-294-2662 www.oakwoodregister.com
Oakwood's Weekly Community Newspaper since 1992
2017 RATE CARD

CIRCULATION

Weekly Circulation: 6,200 • Estimated print readership: 15,500
Unique digital edition visitors: 2,500 • Estimated total readership: 18,000

DISPLAY ADVERTISING

Deadline Thursday 1pm

OPEN RATES

UNDER 15"	\$14.00
15" & OVER	\$13.00
30" & OVER	\$12.00

NUMBER OF RUNS

4 WEEKS	\$13.00
13 WEEKS	\$12.50
26 WEEKS	\$12.00
52 WEEKS	\$11.50

NON-PROFIT RATE \$11.00

All RATES include full color (4-color process)

MECHANICALS

MIN SIZE 4 Column Inches (1 col x 4" or 2 col x 2")
MAX SIZE 67.5 Column Inches (5 col x 13.5" or full page)

AD WIDTH BY COLUMNS

1 COLUMN - 2" (1.94")
2 COLUMN - 4" (4.05")
3 COLUMN - 6" (6.1583")
4 COLUMN - 8" (8.2667")
5 COLUMN - 10" (10.375")

AD HEIGHT BY INCHES

Available in .5" increments
Minimum 2"
Maximum 13.5" (13.615")

Submit artwork in PDF or JPEG format. Embed all fonts.
Email artwork to tom@oakwoodregister.com
Ad layout/design is offered free to advertisers.

ONLINE ADVERTISING

Complimentary in digital edition

www.oakwoodregister.com publishes the ENTIRE newspaper online every Wednesday.

Your ad appears in the free digital edition and readers may link to your website and/or email address.

Digital editions are also readable on tablets and smartphones.

INSERTS

Deadline Tuesday 1 week prior to issue of choice

INSERT.....\$600

NON-PROFIT INSERT.....\$500

Cost per 6,200 regardless of quantity

Cost based on paper stock; heavier stock subject to surcharge

CLASSIFIED ADVERTISING

Deadline Monday Noon

LINE ADS

50 WORDS OR LESS.....\$15.00

EXTRAS.....15 cents per word; \$10.00 per photo

SERVICE DIRECTORY

1 WEEK.....\$25.00

Boxed ad with logo. Choose ad size 2.75"x 1.25" or 1.25"x 2.75"

DELIVERY INFORMATION

The Oakwood Register is delivered on Wednesday by carrier to every home in Oakwood,
most of Patterson Park and some homes in Kettering.

Newspapers are placed at more than 60 locations in and around Oakwood.

The Oakwood Register is published each Wednesday by **The Winkler Company**
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