

The Oakwood Register

Since 1992

MEDIA KIT

READERSHIP

The Oakwood Register is an independent newspaper published weekly in print and online. Every home in oakwood receives a print copy delivered by carrier on Wednesdays. Additional copies are distributed to 60+ locations for free pick up. The digital edition is posted online Wednesday free of charge.

Weekly print circulation: 6,000

Oakwood: 4,000

Outside Oakwood: 2,000

Estimated weekly print readership: 15,000

Digital edition visitors per week: 3,000

Estimated weekly total readership: 18,000

CONTENT

The Oakwood Register is a popular and respected comprehensive source of information for readers throughout Dayton. Articles and photos focus on specific topics that directly interest the community. People and businesses of Oakwood are featured as well as career and civic accomplishments, city council meetings, city news, and the police blotter. School news includes academic achievements, honor roll, student clubs, sports calendar, and sports coverage. Articles highlight the history and opinions that shape the community as well as upcoming cultural events in Oakwood and greater Dayton.

DEMOGRAPHICS

Oakwood is a well-established community and home to many civic and business leaders giving advertisers the opportunity to target key decision makers in the Dayton area. This segment of the Dayton metropolitan area is concentrated with affluent and highly educated households. Residents invest millions of dollars in the upkeep of their historic homes and gardens in this unique suburb located south and adjacent to Dayton.

Population 9,470

Median Age 39.8

Average Household Size 2.53

Median Household Income \$126,713

Number of Households 3,610

Median Property Value \$266,400

DISTRIBUTION

The Oakwood Register is delivered by carriers to every home in oakwood offering 99% saturation. Newspapers are also available at 60+ locations including local groceries, banks, retail shops, salons, barbershops, restaurants, coffee houses, ice cream shops, country clubs, bookstores, libraries, offices, and public buildings in Oakwood, downtown Dayton, University of Dayton, Patterson Park, Kettering, and Washington Township.

LOCATIONS: 2nd & Charles at Town & Country, 5/3 Bank, Arrow Wine, Ashley's Pastry Shop, Barry Bagels, Ben & Jerry's, Bethany Village, Big Sky, Bigby Coffee, Brookdale Senior Living, Carillon House, Central Perc, CJ Chan, Dayton Art Institute, Dayton Country Club, Dayton History - Carillon Park, Dayton Metro Library - Main, Kettering, Wilmington-Stroop, DLM - Oakwood & Centerville, Graeter's, Huffman Travel, Huntington Bank, Jay's Seafood, Jimmie's Ladder 11, Kramer's, Kroger - Stroop, La De Da Salon, LCNB Bank, LeMaster's, Little Exchange, Marion's Piazza, Marriott UD, Meadowlark, Milano's, Oakwood Board of Education, Oakwood City Building, Oakwood Community Center, Oakwood Florist, Oakwood Manor, One Lincoln Park, Panera - Town & Country, Pointe Oakwood, Quality Cleaners, Speedway-Dorothy Lane, Starbucks, Subway, Sugar Camp Office Park, Sunoco-UD, Tastefully Roasted, Thai 9, The Neon, Tropical Smoothie Cafe, Tudor Day Spa, UPS Store Oakwood, Wheat Penny, Wright Library, Workout Anytime

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DISPLAY ADVERTISING

Deadline Thursday 1:00 p.m. (6 days prior to run date)

OPEN RATES

Ad size per column inch (pci)

UNDER 15" \$15.00 pci

15" & OVER \$14.00 pci

30" & OVER \$13.00 pci

FREQUENCY RATES

Number of runs

13 WEEKS \$12.00 pci

26 WEEKS \$11.00 pci

52 WEEKS \$10.00 pci

NON-PROFIT RATE \$12.00 pci

ALL RATES include full color

MECHANICALS

MINIMUM SIZE 4 column inches (1 column x 4" or 2 column x 2")

MAXIMUM SIZE 70 column inches (5 column x 13.5" or full page)

AD WIDTH BY COLUMNS

1 column 1.94"

2 column 4.05"

3 column 6.1583"

4 column 8.2667"

5 column 10.375"

AD HEIGHT BY INCHES

Available in .5" increments

Minimum 2", Maximum 13.5"

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

ONLINE ADVERTISING

The ENTIRE newspaper is published digitally and posted online every Wednesday. Your ad appears in the FREE digital edition and readers may link to your website or email address.

MARKETPLACE ADVERTISING

SERVICE DIRECTORY ADS

Deadline Thursday 1:00 p.m.

BOXED AD WITH LOGO

Choose landscape or portrait
2.75" x 1.25" or 1.25" x 2.75"

1 WEEK \$30.00

4 WEEKS \$100.00

CLASSIFIED ADS

Deadline Monday 1:00 p.m.

LINE AD - 50 words or less \$15.00; 15 cents per word over 50 words; \$10.00 per photo

LEGAL ADS

Deadline Monday 1:00 p.m.

\$60.00

INSERTS

Deadline Tuesday 6 days prior to run date

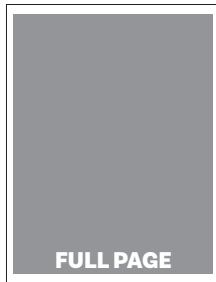
INSERT \$700 NON-PROFIT INSERT \$600

Cost per 6,000 regardless of quantity. Cost based on weight; subject to surcharge.

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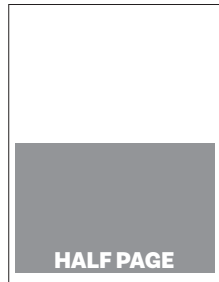
Since 1992

AD SIZES



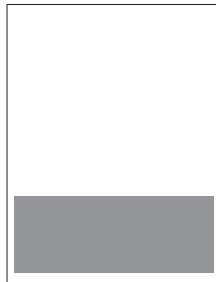
FULL PAGE

5 col x 13.5"
10.375" x 13.5"
\$13 pci - \$877.50



HALF PAGE

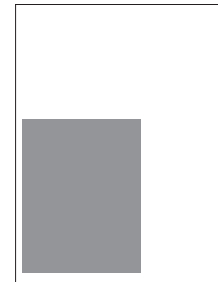
5 col x 6.5"
10.375" x 6.5"
\$13 pci - \$422.50



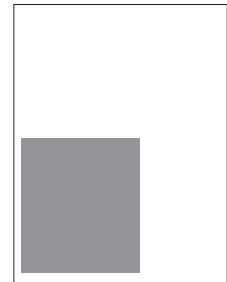
5 col x 4"
10.375" x 4"
\$15 pci - \$300.00



5 col x 3"
10.375" x 3"
\$15 pci - \$225.00



3 col x 8"
6.1583" x 8"
\$14 pci - \$336.00



3 col x 7"
6.1583" x 7"
\$14 pci - \$294.00

13 WKS \$12 pci - \$810.00

\$12 pci - \$390.00

\$14 pci - \$280.00

\$14 pci - \$210.00

\$13 pci - \$312.00

\$13 pci - \$273.00

26 WKS \$11 pci - \$742.50

\$11 pci - \$357.50

\$13 pci - \$260.00

\$13 pci - \$195.00

\$12 pci - \$288.00

\$12 pci - \$252.00

50 WKS \$10 pci - \$675.00

\$10 pci - \$325.00

\$12 pci - \$240.00

\$12 pci - \$180.00

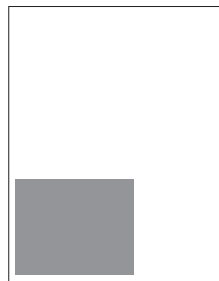
\$11 pci - \$264.00

\$11 pci - \$231.00

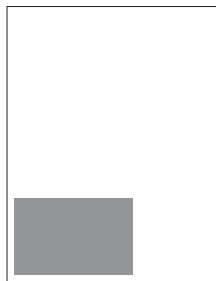


QUARTER PAGE

3 col x 6"
6.1583" x 6"
\$14 pci - \$252.00



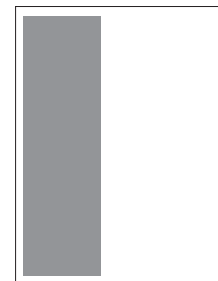
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6.1583" x 5"
\$14 pci - \$210.00



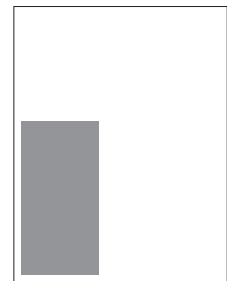
3 col x 4"
6.1583" x 4"
\$15 pci - \$180.00



3 col x 3"
6.1583" x 3"
\$15 pci - \$135.00



2 col x 13.5"
4.05" x 13.5"
\$14 pci - \$378.00



2 col x 8"
4.05" x 8"
\$14 pci - \$224.00

13 WKS \$13 pci - \$234.00

\$13 pci - \$195.00

\$14 pci - \$168.00

\$14 pci - \$126.00

\$13 pci - \$351.00

\$13 pci - \$208.00

26 WKS \$12 pci - \$216.00

\$12 pci - \$180.00

\$13 pci - \$156.00

\$13 pci - \$117.00

\$12 pci - \$324.00

\$12 pci - \$192.00

50 WKS \$11 pci - \$198.00

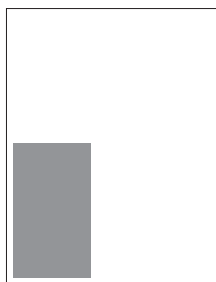
\$11 pci - \$165.00

\$12 pci - \$144.00

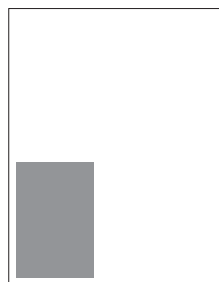
\$12 pci - \$108.00

\$11 pci - \$297.00

\$11 pci - \$176.00



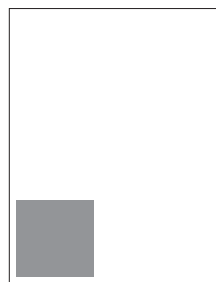
2 col x 7"
4.05" x 7"
\$15 pci - \$210.00



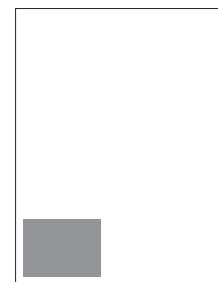
2 col x 6"
4.05" x 6"
\$15 pci - \$180.00



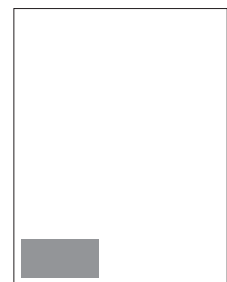
2 col x 5"
4.05" x 5"
\$15 pci - \$150.00



2 col x 4"
4.05" x 4"
\$15 pci - \$120.00



2 col x 3"
4.05" x 3"
\$15 pci - \$90.00



2 col x 2"
4.05" x 2"
\$15 pci - \$60.00

13 WKS \$14 pci - \$196.00

\$14 pci - \$168.00

\$14 pci - \$140.00

\$14 pci - \$112.00

\$14 pci - \$84.00

\$14 pci - \$56.00

26 WKS \$13 pci - \$182.00

\$13 pci - \$156.00

\$13 pci - \$130.00

\$13 pci - \$104.00

\$13 pci - \$78.00

\$13 pci - \$52.00

50 WKS \$12 pci - \$168.00

\$12 pci - \$144.00

\$12 pci - \$120.00

\$12 pci - \$96.00

\$12 pci - \$72.00

\$12 pci - \$48.00

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2024 CALENDAR

JANUARY

- 3 No Paper
 10 Distinctive Homes
D January 4 *CRA January 5*
 17 Arts Etc.
D January 11 *CRA January 12*
 24 Mature Living, Finance
D January 18 *CRA January 19*
 31 Let's Go Downtown, Cooks Corks Cuisine
 Go Red For Women (2/2)
D January 25 *CRA January 26*

FEBRUARY

- 7 Distinctive Homes, Valentine's Day
D February 1 *CRA February 2*
 14 Finance, Honor Roll, Get Healthy
D February 8 *CRA February 9*
 21 Mature Living, Cooks Corks Cuisine
D February 15 *CRA February 16*
 28 Let's Go Downtown, Weddings
D February 22 *CRA February 23*

MARCH

- 6 Distinctive Homes & Spring Home Improvement
D February 29 *CRA March 1*
 13 Oakwood Spring Sports Schedule, Finance
D March 7 *CRA March 8*
 20 Mature Living, Making A Difference
D March 14 *CRA March 15*
 27 Let's Go Downtown, Cooks Corks Cuisine, Easter (3/31)
D March 21 *CRA March 22*

APRIL

- 3 Distinctive Homes, Gardens & Outdoor Living
D March 28 *CRA March 29*
 10 Mature Living, Finance, Summer Camps
D April 4 *CRA April 5*
 17 Let's Go Downtown, Cooks Corks Cuisine
D April 11 *CRA April 12*
 24 Arts Etc., Honor Roll
D April 18 *CRA April 29*

MAY

- 1 Distinctive Homes
D April 25 *CRA April 26*
 8 Finance, Mother's Day (5/12)
D May 2 *CRA May 3*
 15 That Day In May (5/17), Mature Living
D May 9 *CRA May 10*
 22 Drive into Summer, Cooks Corks Cuisine
D May 16 *CRA May 17*
 29 Let's Go Downtown, Summer Fun & Festivities
D May 23 *CRA May 24*

JUNE

- 5 OHS 2024 Seniors & Graduation
D May 30 *CRA May 31*
 12 Distinctive Homes
D June 6 *CRA June 7*
 19 Mature Living "Focus on Vision & Hearing", Finance
D June 13 *CRA June 14*
 26 Let's Go Downtown, Cooks Corks Cuisine, Honor Roll
D June 20 *CRA June 21*

JULY

- 3 Distinctive Homes
D June 29 *CRA June 30*
 10 Weddings, Finance
D July 4 *CRA July 5*
 17 Back to School Guide
D July 11 *CRA July 12*
 24 Mature Living, Cooks Corks Cuisine
D July 18 *CRA July 19*
 31 Let's Go Downtown "The Entertainment Edition"
D July 25 *CRA July 26*

AUGUST

- 7 Distinctive Homes, Oakwood Fall Sports Schedule
D August 1 *CRA August 2*
 14 Finance, Arts Etc.
D August 8 *CRA August 9*
 21 Mature Living, Fall Festival Guide
D August 15 *CRA August 16*
 28 Let's Go Downtown Cooks Corks Cuisine
D August 22 *CRA August 23*

SEPTEMBER

- 4 Distinctive Homes - Interior & Exterior Style & Design Trends
D August 29 *CRA August 30*
 11 Women Today
D September 5 *CRA September 6*
 18 Mature Living, Finance, Cars (Concours d' Elegance 9/15)
D September 12 *CRA September 13*
 25 Let's Go Downtown, Cooks Corks Cuisine
D September 19 *CRA September 20*

OCTOBER

- 2 Distinctive Homes & Fall Home Improvement
D September 26 *CRA September 27*
 9 Breast Cancer Awareness, Finance
D October 3 *CRA October 4*
 16 All About Kids, Halloween Fun
D October 10 *CRA October 11*
 23 Mature Living, Cooks Corks Cuisine
October 17 *CRA October 18*
 30 Let's Go Downtown
October 24 *CRA October 25*

NOVEMBER

- 6 Distinctive Homes
D October 31 *CRA November 1*
 13 Oakwood Winter Sports Schedule, Honor Roll, Finance
D November 7 *CRA November 8*
 20 Mature Living, Cooks Corks Cuisine
D November 14 *CRA November 15*
 27 Small Business Saturday, Shops of Oakwood "Ringing in the Holidays"
D November 16 *CRA November 17*

DECEMBER

- 4 Distinctive Homes, Shops of Oakwood "What is in my Window"
D November 28 *CRA November 29*
 11 Finance, Mature Living
D December 5 *CRA December 6*
 18 Let's Go Downtown, Cooks Corks Cuisine
D December 12 *CRA December 13*
 25 No Paper

Legend: Ad Space Reservation & In-House Design Deadline = D, Camera Ready Art Deadline = CRA