

The Oakwood Register

Since 1992

Media Kit

Readership

The Oakwood Register is a free independent newspaper published each Wednesday in print and online. Every home in Oakwood receives a print copy delivered by carrier. Additional copies are distributed to 60+ locations.

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

Number of Households 3,610

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 at 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 complimentary to advertisers.

Online Advertising

The ENTIRE newspaper is published digitally and posted online every Wednesday.

Your ad appears in the 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 - 8 days prior to run date

INSERT \$750 NON-PROFIT INSERT \$650

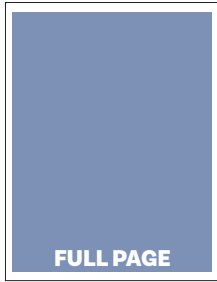
Cost per 6,000 regardless of quantity. Cost based on weight; subject to surcharge.



The Oakwood Register

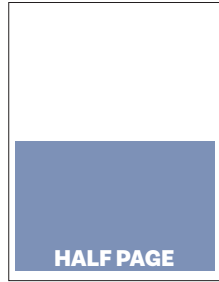
Since 1992

Ad Sizes



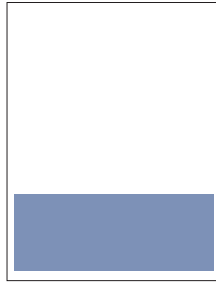
FULL PAGE

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



HALF PAGE

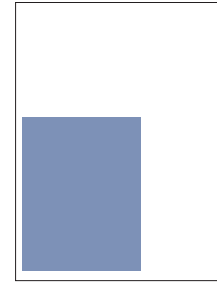
5 col x 6.5"
10.375" x 6.5"
\$13 pci - \$422.50



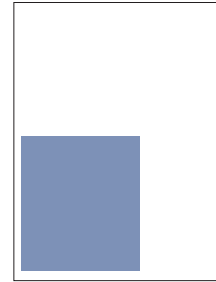
5 col x 4"
10.375" x 4"
\$15 pci - \$300.00



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

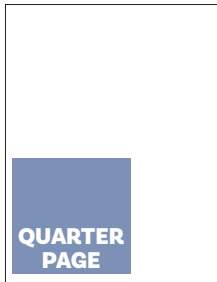
\$10 pci - \$325.00

\$12 pci - \$240.00

\$12 pci - \$180.00

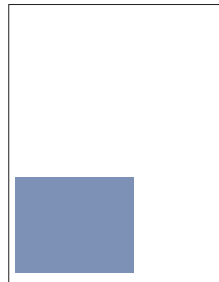
\$11 pci - \$264.00

\$11 pci - \$231.00

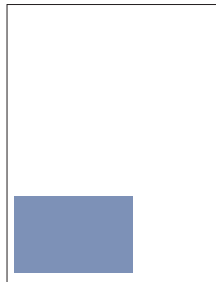


QUARTER PAGE

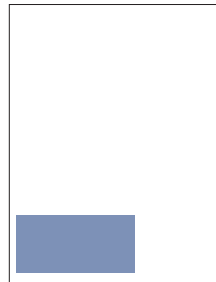
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6.1583" x 6"
\$14 pci - \$252.00



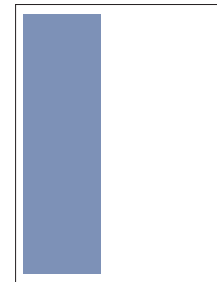
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6.1583" x 5"
\$14 pci - \$210.00



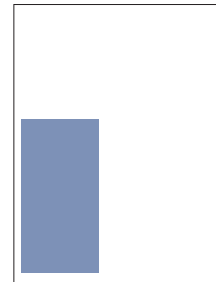
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6.1583" x 4"
\$15 pci - \$180.00



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

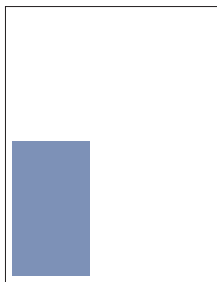
\$11 pci - \$165.00

\$12 pci - \$144.00

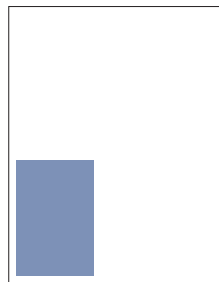
\$12 pci - \$108.00

\$11 pci - \$297.00

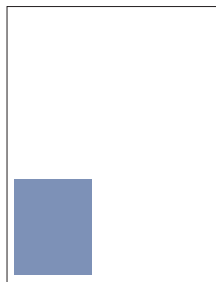
\$11 pci - \$176.00



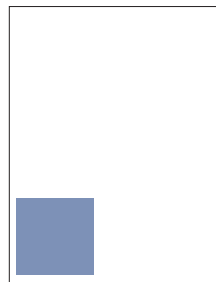
2 col x 7"
4.05" x 7"
\$15 pci - \$210.00



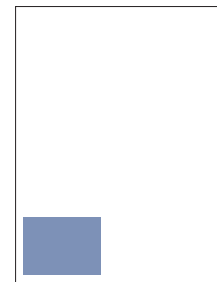
2 col x 6"
4.05" x 6"
\$15 pci - \$180.00



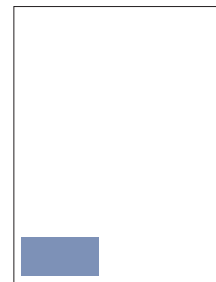
2 col x 5"
4.05" x 5"
\$15 pci - \$150.00



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, Honor Roll
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 19

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

The Oakwood Register

Since 1992

Special Sections

Cooks Corks Cuisine

COOKS CORKS CUISINE

Game Day? Just got sweeter: That's So Sweet!
 named "Official Cookie" of the Cincinnati Bengals

YOUR STOMACHS RUMBLERD WE LISTENED!

CARRY-OUT ONLINE & CALL-IN ORDERS NOW AVAILABLE!

SPRINGFIELD, OHIO
 513-233-1111
 CHILLIKEN #1 513-233-1111

ALIPBEST DELICATESSEN

COOKS CORKS CUISINE

A Bounty of Brownies

A Traditional holiday treat: Christmas Cake

meadowlark

EUROPEAN DINING & CRAFT COCKTAILS IN UPTOWN COTTENVILLE

MANNA

Celebrating 40+ years of award-winning recipes and a tradition of quality, Europe and food.

COOKS CORKS CUISINE

Ohioans set to guzzle 41.6 million egg-nogs this holiday season

NEW! TACO TUESDAY

BARREL ROOM

SALT BLOCK

Eggnog has been a part of the holidays since 1700s

Found in The Black Box • 111 E. 5th St. • Downtown Dayton

Mature Living

MATURE LIVING

Singing or playing music throughout life is linked with better brain health in seniors

WORKOUT ANYTIME

Generations of Care

the sanctuary

VA OPTUM

Bethany Village

Best Dayton

MATURE LIVING

Say That Again: Hearing aids can be frustrating for older adults, but necessary

Generations of Care

the sanctuary

VA OPTUM

Bethany Village

MATURE LIVING

Ohioans cautioned to watch for Medicare scam

Does your Zip Code determine Life-Expectancy?

the sanctuary

VA OPTUM

Bethany Village

Best Dayton

Finance

Finance

Consumers and investors are feeling better about the economy

Stock market milestones

Robinson Law

ESTATE PLANNING, TRUSTS, PROBATE, DECEDENT'S ESTATE ADMINISTRATION, GUARDIANSHIP, AND ELSA LAW

Providing You With Experience, Excellence, and Integrity

Finance

Bought an EV car?

Women empowered

Financial interdependence

What do you plan to do with your car?

JWM JESS WEALTH MANAGEMENT

COMMUNITY SHRED EVENT

CELEBRATE THE END OF TAX SEASON CONFIDENTIALLY SHRED YOUR DOCUMENTS

May 3 FRIDAY 12-3 PM JOIN US AT 35 PARK AVE

Free Cookies from Ashley's Pastries

QUESTIONS?

361-638-1800
 jwm@jesswealthmanagement.com
 361-638-1800
 jesswealthmanagement.com



The Oakwood Register

Since 1992

Special Sections

Let's Go Downtown

DOWNTOWN
Dayton Dragons single-game tickets now on sale, Opening Night on Friday, April 5

13 THE OAKWOOD REGISTER March 27, 2024 WWW.OAKWOODREGISTER.COM

Major League Baseball's Dayton Dragons are set to begin their 2024 season on Friday, April 5, at 7:05 p.m. at the new stadium in downtown Dayton. Single-game tickets are now on sale, with Opening Night on Friday, April 5, starting at \$15. The team's home opener is against the Columbus Clippers.

DRAGONS KIDS CLUB IS BACK
The Dayton Dragons Kids Club is back for its 10th season. The club offers a variety of activities for children, including batting practice, field tours, and more. Tickets are available for purchase at the stadium.

ENJOY UPGRADE, DOWNTOWN LIVING & SHOPPING ON MERCHANT'S ROW

ST. CLAIR LOFTS
Amenities: St. Clair Lofts features 1-2 bedroom downtown lofts with modern finishes, hardwood floors, and stainless steel appliances. Located in the heart of the city, it offers easy access to downtown amenities and public transportation.

SOLE TOUCHERS
Professional hair salon and spa services.

VIDIAS
Retail store offering a variety of clothing and accessories.

ANVIL
Retail store offering a variety of clothing and accessories.

Gain City Key Shop
131 E. 4th Street, Dayton, OH 45402 (937) 233-8086

DOWNTOWN
14 THE OAKWOOD REGISTER March 27, 2024 WWW.OAKWOODREGISTER.COM

GHOSTS
Ghost Hunter shares paranormal stories, evidence in 'Ghosts: Do You Believe?' at Victoria Theatre April 9-14

'Tina - The Tina Turner Musical'
at Schuster Center April 9-14

THE ARTISTIC SIDE OF Oka Peleyma
February 17 - May 12, 2024

EXHIBITION SPONSORS: American Express, Chase, Delta, Hilton, Marriott, etc.

ADDITIONAL SUPPORT: Dayton Art Institute, etc.

PREMIER OF AIA
ARTIST ALLIANCE

DAI
DAYTON ART INSTITUTE

Distinctive HOMES

15 THE OAKWOOD REGISTER March 27, 2024 WWW.OAKWOODREGISTER.COM

Distinctive HOMES
ARCHITECTURE LANDSCAPING REMODELING FURNISHING INTERIOR DESIGN

Distinctive HOMES
The Most Wonderful Time of the Year
5th Annual Holiday Home Tour

Oakwood Historical Society's Holiday Home Tour
opens doors to rarely seen gems

Home Entertainment
HOME THEATER • Hi-Fi AUDIO • HOME AUTOMATION

Breath
Brighten Up Your Home

Visit Us and Experience the Difference!
(937) 293-6200 • HANSONAV.COM • 3146 Far Hills Ave • Dayton

Distinctive Homes

Distinctive HOMES

16 THE OAKWOOD REGISTER March 27, 2024 WWW.OAKWOODREGISTER.COM

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Weddings

The Wedding Edition

19 THE OAKWOOD REGISTER February 19, 2024 WWW.OAKWOODREGISTER.COM

The Wedding Edition
Study reveals 75% of couples prioritize guest experience in planning their weddings

It's more than a proposal. It's a promise.

THE FLOWER SHOPPE
A fresh in a lifetime event deserves a bouquet of a kind. Visit our website for more information.

Boonshoft PRIVATE EVENTS
A fresh in a lifetime event deserves a bouquet of a kind. Visit our website for more information.

The Wedding Edition

20 THE OAKWOOD REGISTER February 19, 2024 WWW.OAKWOODREGISTER.COM

The Wedding Edition
Tips on picking the perfect wedding ring

THE GRANDE HALL AT LIBERTY TOWER
CELEBRATE YOUR BEST SPECIAL EVENT DISCOVERED BY BRASKERF ART & ARCHITECTURE IN THE HEART OF DOWNTOWN DAYTON

LOVE Your Cake
Your wedding cake is a beautiful extension of your love story. We'd be honored to tell that story from the Mack High Heel Bakers nestled within the artistry of every detail.

LOVE CAKES
THE OAKWOOD REGISTER

The Wedding Edition

21 THE OAKWOOD REGISTER February 19, 2024 WWW.OAKWOODREGISTER.COM

The Wedding Edition
Tips on picking the perfect wedding ring

THE GRANDE HALL AT LIBERTY TOWER
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LOVE CAKES
THE OAKWOOD REGISTER

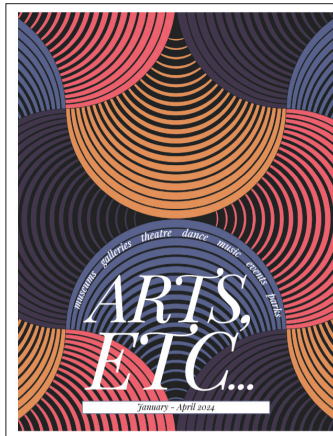


The Oakwood Register

Since 1992

Special Sections

ARTS,
Etc...



Spring
& Fall
Home
Improvements

