

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, Biggby 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

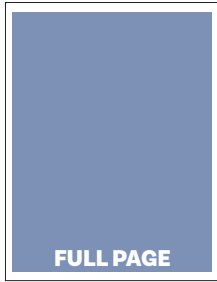
Cost per 6,000 regardless of quantity. Cost based on weight; subject to surcharge.



The Oakwood Register

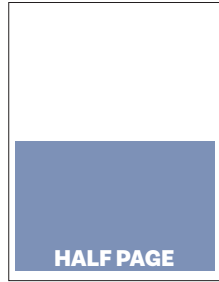
Since 1992

Ad Sizes



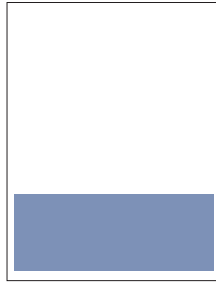
FULL PAGE

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



HALF PAGE

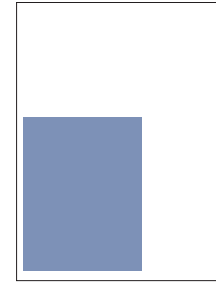
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10.375" x 6.5"
\$13 pci - \$422.50



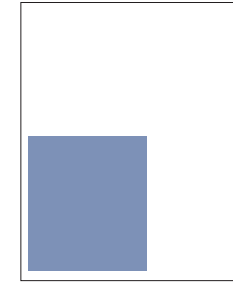
5 col x 4"
10.375" x 4"
\$15 pci - \$300.00



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

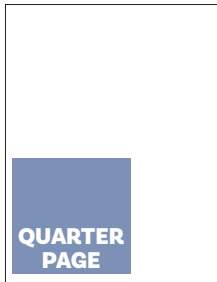
\$10 pci - \$325.00

\$12 pci - \$240.00

\$12 pci - \$180.00

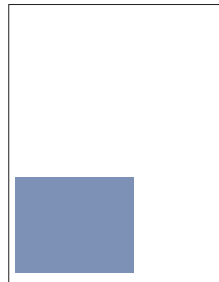
\$11 pci - \$264.00

\$11 pci - \$231.00

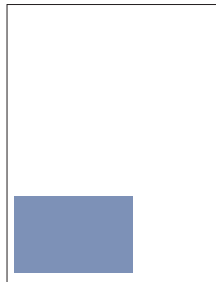


QUARTER PAGE

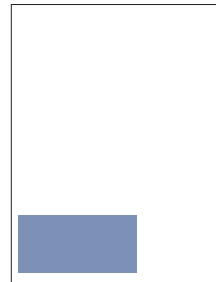
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6.1583" x 6"
\$14 pci - \$252.00



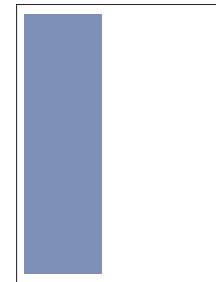
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6.1583" x 5"
\$14 pci - \$210.00



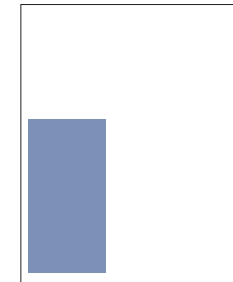
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6.1583" x 4"
\$15 pci - \$180.00



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

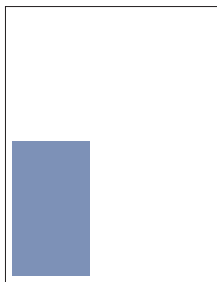
\$11 pci - \$165.00

\$12 pci - \$144.00

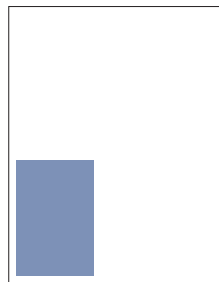
\$12 pci - \$108.00

\$11 pci - \$297.00

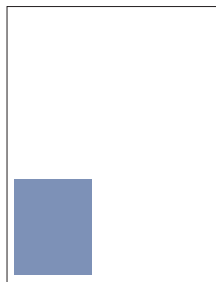
\$11 pci - \$176.00



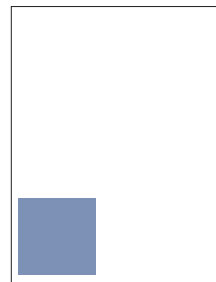
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4.05" x 7"
\$15 pci - \$210.00



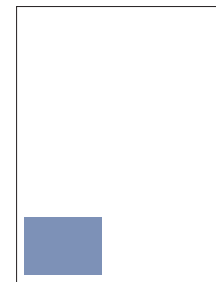
2 col x 6"
4.05" x 6"
\$15 pci - \$180.00



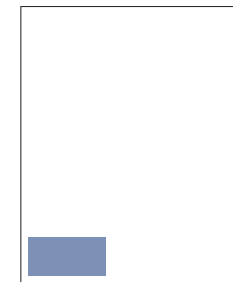
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4.05" x 5"
\$15 pci - \$150.00



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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2025 Calendar

JANUARY

- 1 No Paper
- 8 Distinctive Homes
D January 2 *CRA January 3*
- 15 Mature Living, Finance
D January 9 *CRA January 10*
- 22 Arts, Etc.
D January 16 *CRA January 17*
- 29 Let's Go Downtown, Cooks Corks Cuisine
Go Red For Women (2/7)
D January 23 *CRA January 24*

FEBRUARY

- 5 Distinctive Homes, Valentine's Day, Honor Roll
D January 30 *CRA January 31*
- 12 Finance, Get Healthy
D February 6 *CRA February 7*
- 19 Mature Living, Cooks Corks Cuisine
D February 13 *CRA February 14*
- 26 Let's Go Downtown, Weddings
D February 20 *CRA February 21*

MARCH

- 5 Distinctive Homes & Spring Home Improvement
D February 27 *CRA February 28*
- 12 Oakwood Spring Sports Schedule, Finance
D March 6 *CRA March 7*
- 19 Mature Living, Making a Difference
D March 13 *CRA March 14*
- 26 Let's Go Downtown, Cooks Corks Cuisine
D March 20 *CRA March 21*

APRIL

- 2 Distinctive Homes, Gardens & Outdoor Living
D March 28 *CRA March 29*
- 9 Summer Camps
D April 3 *CRA April 4*
- 16 Mature Living, Finance, , Easter (4/20)
D April 10 *CRA April 11*
- 23 Let's Go Downtown, Cooks Corks Cuisine
D April 17 *CRA April 18*
- 30 Arts, Etc., Honor Roll
D April 24 *CRA April 25*

MAY

- 7 Distinctive Homes, Mother's Day (5/11)
D May 1 *CRA May 2*
- 14 Finance, Mature Living, That Day In May (5/17)
D May 8 *CRA May 9*
- 21 Drive into Summer, Cooks Corks Cuisine
D May 15 *CRA May 16*
- 28 Let's Go Downtown, Summer Fun & Festivities
D May 22 *CRA May 23*

JUNE

- 4 OHS 2024 Seniors & Graduation
D May 29 *CRA May 30*
- 11 Distinctive Homes "Interior & Exterior Style & Design Trends"
D June 5 *CRA June 6*
- 18 Mature Living "Focus on Vision & Hearing", Finance
D June 12 *CRA June 13*
- 25 Let's Go Downtown, Cooks Corks Cuisine, Honor Roll
D June 19 *CRA June 20*

JULY

- 2 Distinctive Homes
D June 26 *CRA June 27*
- 9 Mature Living, Cooks Corks Cuisine
D July 3 *CRA July 4*
- 16 Weddings, Finance
D July 10 *CRA July 11*
- 23 Back to School Guide
D July 17 *CRA July 18*
- 30 Let's Go Downtown "The Entertainment Edition"
D July 24 *CRA July 25*

AUGUST

- 6 Distinctive Homes, Oakwood Fall Sports Schedule
D July 31 *CRA August 1*
- 13 Finance, Arts, Etc.
D August 7 *CRA August 8*
- 20 Mature Living, Fall Festival Guide
D August 14 *CRA August 15*
- 27 Let's Go Downtown Cooks Corks Cuisine
D August 21 *CRA August 22*

SEPTEMBER

- 3 Distinctive Homes
D August 28 *CRA August 39*
- 10 Women Today
D September 4 *CRA September 5*
- 17 Mature Living, Finance, Cars (Concours d' Elegance 9/14)
D September 11 *CRA September 12*
- 24 Let's Go Downtown, Cooks Corks Cuisine
D September 18 *CRA September 19*

OCTOBER

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

NOVEMBER

- 5 Distinctive Homes
D October 30 *CRA October 31*
- 12 Oakwood Winter Sports Schedule, Honor Roll, Finance
D November 6 *CRA November 7*
- 19 Mature Living, Cooks Corks Cuisine
D November 13 *CRA November 14*
- 26 Small Business Saturday, Shops of Oakwood "Ring in the Holidays"
D November 20 *CRA November 2*

DECEMBER

- 3 Distinctive Homes, Shops of Oakwood "What is in my Window"
D November 27 *CRA November 28*
- 10 Finance, Mature Living
D December 4 *CRA December 5*
- 17 Let's Go Downtown, Cooks Corks Cuisine
D December 11 *CRA December 12*
- 24/31 No Paper



Legend: D = Deadline to reserve Ad Space and to design In-House Ads;
CRA = Deadline to send Camera Ready Art

The Oakwood Register

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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: 530-222-2222 • WILMINGTON: 530-222-2222

ALIPBEST DELICATESSEN

COOKS CORKS CUISINE

A Bounty of Brownies

A Traditional holiday treat: Christmas Cake

BARREL ROOM

SALT BLOCK

MEADOWLARK

MANNA

COOKS CORKS CUISINE

Ohioans set to guzzle 41.5 million egg-nogs this holiday season

NEW! TACO TUESDAY

EGGNOG

SALT BLOCK

Mature Living

MATURE LIVING

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

WORKOUT ANYTIME

MATURE LIVING

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

Generations of Care

the sanctuary

MATURE LIVING

Ohioans cautioned to watch for Medicare scam

Bethany Village

the sanctuary

Finance

Finance

Consumers and investors are feeling better about the economy

Stock market milestones

Robinson Law

Finance

Bought an EV car?

Women empowered

Jackson Hewitt

JWM JESSUP 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



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Special Sections

Let's Go Downtown

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

DRAGONS KIDS CLUB IS BACK
The Dayton Dragons Kids Club is back for its second season. The club will offer a variety of activities for children, including games, crafts, and more.

Ghost's Do You Believe?
Ghost's Do You Believe? is a new musical production. The show is a collection of ghost stories and is perfect for families.

Two - The Tina Turner Musical
Two - The Tina Turner Musical is a new musical production. The show is a collection of Tina Turner's greatest hits and is perfect for families.

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

ST. CLAIR LOFTS
St. Clair Lofts is a new residential development. The lofts are located in the heart of downtown Dayton and offer a variety of amenities.

SALE TICKETS
Sale tickets are available for a variety of events. The tickets are a great way to enjoy the city's culture and entertainment.

VIDIAs
VIDIAs is a new video game. The game is a collection of puzzles and is perfect for families.

ANVIL
Anvil is a new metal band. The band is known for their hard-hitting sound and is perfect for fans of heavy metal.

Open City Key Shop
Open City Key Shop is a new business. The shop offers a variety of key services and is perfect for anyone in need of a new key.

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

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Distinctive Homes

Distinctive HOMES

WELCOME TO A New Year of Distinctive

Oakwoods
Oakwoods is a new residential development. The homes are located in the heart of downtown Dayton and offer a variety of amenities.

811 Anthony Town
811 Anthony Town is a new residential development. The homes are located in the heart of downtown Dayton and offer a variety of amenities.

1000+ sq. ft. of living space
1000+ sq. ft. of living space is available for a variety of homes. The homes are located in the heart of downtown Dayton and offer a variety of amenities.

Call today for more information
Call today for more information. The phone number is 937.703.2030.

Distinctive HOMES

WELCOME TO A New Year of Distinctive

Warm, merry & bright
Warm, merry & bright is a new residential development. The homes are located in the heart of downtown Dayton and offer a variety of amenities.

Butler
Butler is a new residential development. The homes are located in the heart of downtown Dayton and offer a variety of amenities.

Call today for more information
Call today for more information. The phone number is 937.703.2030.

Distinctive HOMES

WELCOME TO A New Year of Distinctive

Home Entertainment
Home Entertainment is a new residential development. The homes are located in the heart of downtown Dayton and offer a variety of amenities.

Call today for more information
Call today for more information. The phone number is 937.703.2030.

Weddings

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.

Call today for more information
Call today for more information. The phone number is 937.224.7673.

The Wedding Edition

Flower Shoppe
Flower Shoppe is a new business. The shop offers a variety of floral services and is perfect for anyone in need of a new bouquet.

Private Events
Private Events is a new business. The business offers a variety of event services and is perfect for anyone in need of a new event.

Call today for more information
Call today for more information. The phone number is 937.224.7673.

The Wedding Edition

Love Your Cake
Love Your Cake is a new business. The business offers a variety of cake services and is perfect for anyone in need of a new wedding cake.

Call today for more information
Call today for more information. The phone number is 937.813.6834.

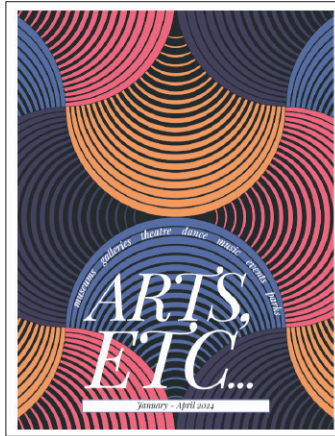


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Special Sections

ARTS Etc



Spring & Fall Home Improvements

