

Advertise in the *Clifton Chronicle*

Here's Why...

- ❖ **Your ad is seen by your customers.**
The *Clifton Chronicle* is mailed to over 5,000 households in the 45220 zip code area. An additional 1000+ copies are distributed on Ludlow, Jefferson, and Clifton Avenues. Readers live close by and frequent local businesses.
- ❖ **Your ad stands out.**
The *Clifton Chronicle* has a policy of limiting ad space in the publication. Your ad doesn't compete for attention with a surfeit of other ads.
- ❖ **Your ad is seen over and over and has a long shelf life in the *Clifton Chronicle*.**
The *Clifton Chronicle* is not one of those commercial publications crammed with ads to be glanced over once and quickly discarded. Residents peruse the issues to read about their neighbors, community events and issues and they keep their copies for future reference. They see your ad time and time again.
- ❖ **Your ad builds customer loyalty.**
The *Clifton Chronicle* is the primary source of information on what's happening in our community, parks, schools, and churches. Residents reference each quarterly issue for information about special events and programs.
- ❖ **The cost of advertising in the *Clifton Chronicle* is modest.**
Since our neighborhood newsletter is staffed entirely by volunteers from the community, the advertising revenue goes only to the actual printing of the Chronicle. See the attached page for rates.

Here's How...

1. Contact us: Advertising Manager Tom Lohre, E-mail tom@tomlohre.com, 513-236-1704 or Mail the attached form.
2. Provide your copy/content. We can take camera-ready copy, electronic files via email (PDF, JPG, TIF, AI or GIF), or we can help you design a basic ad. Copy will be provided electronically (PDF, EPS, TIF, JPG, GIF) to tom@tomlohre.com 513-236-1704.
3. Send us your check or money order payable to the *Clifton Chronicle*.
4. You'll receive 2 copies of the issue(s) in which your ad appears.

PUBLISHING SCHEDULE: The *Clifton Chronicle* appears in mailboxes 3/1, 5/21, 9/1 and 12/1

For events from March 1 to May 21, the deadline is February 1 for the spring issue.

For events from May 21 to September 1, the deadline is April 21 for the summer issue.

For events from September 1 to December 1, the deadline is August 1 for the fall issue.

For events from December 1 to March 1, the deadline is November 1 for the winter issue.

Clifton Chronicle

Ad Submission Form & Rates

Business Name _____

Address _____

(copies of the Chronicle will be sent here unless specified otherwise):

Ad Details:

Issue:

- Spring
- Summer
- Fall
- Winter/Holiday
- All (4 issues)

Size

- A: \$250.00 (single issue) 7.5" x 4"
- B: \$175.00 (single issue) 5" x 4"
- C: \$100.00 (single issue) vertical 2.375" x 4" or horizontal 5" x 2"
- D: \$50.00 (single issue) 2.375" x 2"
- E: \$25.00 (single issue) 2.375" x 1"

- A: \$875.00 (4 issues; must prepay for this rate)
- B: \$610.00 (4 issues; must prepay for this rate)
- C: \$350.00 (4 issues; must prepay for this rate)
- D: \$175.00 (4 issues; must prepay for this rate)
- E: \$85.00 (4 issues; must prepay for this rate)

Copy:

- Camera-ready copy enclosed
- Copy will be provided electronically (PDF, EPS, TIF, JPG, GIF) to tom@tomlohre.com. Make the resolution 300dpi or send Any resolution questions call Tom Lohre 513-236-1704 or e-mail him at tom@tomlohre.com
- Need basic ad design for text provided (free service)
- Please have artist Tom Lohre contact me for a custom ad at a special rate

Terms: Payment due on submission **Amount Enclosed:** _____

Questions?

Contact Advertising Manager Tom Lohre at 513-236-1704, e-mail tom@tomlohre.com

Thank you for supporting our/your neighborhood newsletter!

Clifton Chronicle

New Ad Sizes and Single Issue Rates

Size A .41
\$250.00

7.5" x 4"

Size C – Vertical .13
\$100.00

2.375" x 4"
(2.375" x 4")

Size B .27
\$175.00

5" x 4"
(4.9375" x 4")

Note:

Ad configurations are as shown.
Only Size C is available in both
vertical and horizontal form.

NEW! Size E .03

\$25.00
2.375" x 1"
(2.375" x 1")

Size C – Horizontal .13
\$100.00

5" x 2"
(4.9375" x 2")

Size D .07
\$50.00

2.375" x 2"
(2.376" x 2")