

# Advertise in the Clifton Chronicle

## Here's Why...

- ❖ **Your ad is seen by your customers.**

The *Clifton Chronicle* is mailed to more than 4,700 households in the 45220 zip code area. An additional 450 copies are distributed on at the library on Ludlow Avenue. Readers live close by and frequent local businesses.

- ❖ **Your ad seen repeatedly, has a long shelf life in the *Clifton Chronicle*.**

Residents peruse the issues to read about their neighbors, community events, issues, and they keep their copies for future reference. They see your ad repeatedly.

- ❖ **Your ad builds customer loyalty.**

The *Clifton Chronicle* is the primary source of information on what is 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.**

Rates are significantly lower than other publications reaching the same audience.

## Here's How...

1. Contact us: Vicki Black, E-mail [vblack1@cinci.rr.com](mailto:vblack1@cinci.rr.com) , 513-680-7226 or Mail the attached form.
2. Provide your copy/content. We can take camera-ready copy, electronic files via email (PDF, JPG, TIF or GIF), or we can help you design a basic ad. Copy will be provided electronically (PDF, EPS, TIF, JPG, GIF) to [vblack1@cinci.rr.com](mailto:vblack1@cinci.rr.com) 513-680-7226.
3. Send us your check or money order payable to the *Clifton Chronicle* by deadline to assure your ad in the issue.

**PUBLISHING SCHEDULE:** The *Clifton Chronicle* appears in mailboxes 5/20, 9/1, 12/1, 3/1

### Deadlines

For events from May 20 to September 1, the deadline is April 17 for the summer issue.

For events from September 1 to December 1, the deadline is July 24 for the fall issue.

For events from December 1 to March 1, the deadline is October 24 for the winter issue.

For events from March 1 to May 20, the deadline is January 24 for the spring issue.

# Clifton Chronicle

## Ad Submission Form & Rates

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

### Ads must be prepaid.

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"
- F:  \$375.00 (single issue) 7.5 x 6 "
- A:  \$875.00 (4 issues)
- B:  \$610.00 (4 issues)
- C:  \$350.00 (4 issues)
- D:  \$175.00 (4 issues)
- E:  \$85.00 (4 issues)
- F:  \$1,300.00 (4 issues)

### Copy:

- Camera-ready copy enclosed
- Copy will be provided electronically (PDF, EPS, TIF, JPG, GIF) to [vblack1@cinci.rr.com](mailto:vblack1@cinci.rr.com). Make the resolution 300dpi or send
- Any resolution questions call Vicki Black or e-mail her at [vblack1@cinci.rr.com](mailto:vblack1@cinci.rr.com).
- Need basic ad design for text provided (free service)
- Please have Vicki Black contact me for a custom ad at a special rate

Terms: Payment due on submission Amount enclosed: \_\_\_\_\_

### Questions?

Contact Vicki Black at 513-680-7226, e-mail [vblack1@cinci.rr.com](mailto:vblack1@cinci.rr.com)

**Thank you for supporting our/your neighborhood newsletter**

A: Half page  
\$250, 7.5" x 4"  
30 square inches  
\$8.33 cost per square inch  
\$875.00 (4 issues)  
\$7.29 cost per square inch

B: Quarter page  
\$175, 5" x 4"  
20 square inches  
\$8.75 cost per square inch  
\$610.00 (4 issues)  
\$7.62 cost per square inch

C: 1/6 page  
\$100, vertical 2.375" x 4"  
9.5 square inches  
\$10.52 cost per square inch  
\$350.00 (4 issues)  
\$9.21 cost per square inch

Horizontal 5" x 2"  
10 square inches  
\$10 cost per square inch  
\$350.00 (4 issues)  
\$8.75 cost per square inch

D: 1/8 page  
\$50, 2.375" x 2"  
4.75 square inches  
\$10.52 cost per square inch  
\$175.00 (4 issues)  
\$9.21 cost per square inch

E: 1/16 page  
\$25, 2.375" x 1"  
2.375 square inches  
\$10.52 cost per square inch  
\$85.00 (4 issues)  
\$8.94 cost per square inch

F: 2/3 page  
\$375  
7.5" x 6"  
45 square inches  
\$8.33 cost per square inch  
\$1,300 (4 issues)  
\$7.22 cost per square inch

# Clifton Chronicle

## New Ad Sizes and Single Issue Rates

