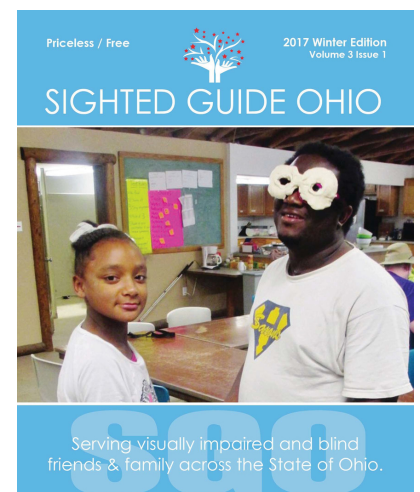
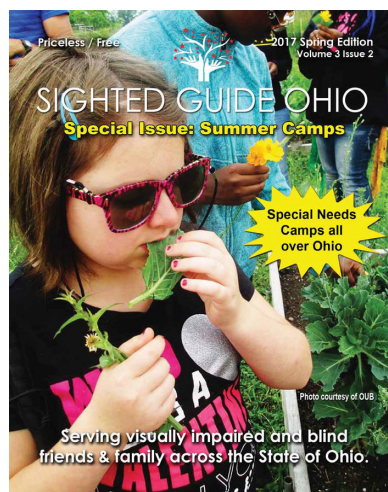
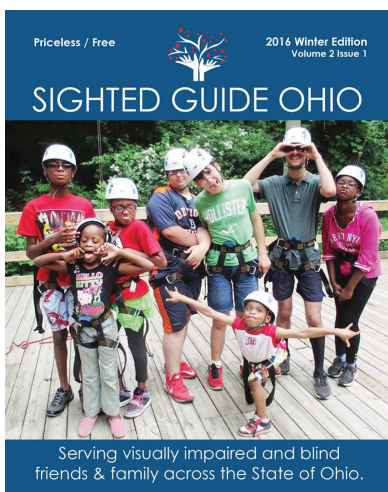




SIGHTED GUIDE OHIO

Media Kit 2023

Ohio's 1st All Accessible Quarterly Magazine to reach all Special Needs Communities



Sighted Guide Ohio's Importance of Accessibility and Awareness throughout the State of Ohio

Target: Special Needs communities and creating awareness to general population

Versions Available:

- Hard Copy
- Pdf
- Newswire
- Braille
- Large print
- Audio

Distribution: 10,000 printed quarterly, 5,000 via email blast pdf each month, 1,500 via social media following each week.

- Printed Quarterly
- Monthly Newsletter
- Social Media

Cities: Toledo, Columbus, Cleveland, Akron and Cincinnati

Print Delivery:

- Home Delivery 1%
- Paid Subscription 1%
- Controlled 90%
- Direct Mail 5%
- Paid Newsstand 3%

Website: www.sightedguideohio.org

SGO QUARTERLY MAGAZINE

Printing every Winter, Spring, Summer & Fall

Magazine Net Rates below:

Size	1x	2x	4x	12x
2-page Spread (6" wide x 10.5" high) x2	\$1,800	\$1,600	\$1,200	\$900
Full Page (6" wide x 10.5" high)	\$1,000	\$900	\$750	\$600
Half Page (5.25" wide x 6" high)(vertical)	\$600	\$540	\$450	\$360
Half Page (6" wide x 5.25" high)(horizontal)	\$600	\$540	\$450	\$360
Quarter Page (3" wide x 5.25" high)	\$300	\$270	\$225	\$180



SIGHTED GUIDE OHIO

Guaranteed Page Position

Inside Front Cover/Inside Back Cover Add \$600

Front Cover Add \$1,000

Back cover Add \$500

Middle Left Center/Middle Right Center Add \$400

Deadline is May15, 2023

- 40 percent down reserves space and balance due upon publication unless prepayment terms are waived by Sighted Guide Ohio.
- 10,000 issues printed and distributed at advertisers and visually impaired and blind accessible locations. Ad is part of a glossy, 4-color magazine with shelf-life of at least 3 months.
- Deadline is May 1st, 2023 for Summer issue, Sept 1st for Fall, Dec 1st for Winter and Feb 1st for Spring 2023-24.
[Distributed on June 14th, 2023 and June 14th, 2023 respectively.]

Technical Specifications

- Submit digital ads (300 dpi or higher) in a pdf, tiff, or jpeg format.
- Email ad to adrienne@sightedguideohio.org by Deadline date.
- Ad design available upon request.

- Call Adrienne Chasteen at (419)870-2797 for details.
- Effective date: January 1st, 2023.



SIGHTED GUIDE OHIO

Special Quarterly Issues

WINTER-RESOURCES & SERVICES OFFERED IN THE NEW YEAR

SPRING- SUMMER CAMPS

SUMMER- EVENTS

FALL- VIBE (VISUAL IMPAIRED & BLIND EDUCATION)



VIBE was created to ensure that students that are visually impaired or blind have access to Braille/ Large Print materials, technology and the latest equipment needed to perform/graduate from school.

<https://www.sightedguideohio.org/vibe>

Annual Package Options for 2023

\$20,000.00

- Front page Prime Placement Exposure
- Profile/ Special Sponsorship opportunity of your choice (see pages 4 - 5)
- Multiple Interviews/ Stories covering your business and Special Issue for that month.
- 1-2 page spread, 4 full page, 2 ½ page and 4 ¼ page color ads (ads run through 2023)
- Free classified ad up to 100 words to run up to 12x
- Free translations/Spanish/ Braille/Large print/pdf
- 12 months free web banner and link
- Editorial content monthly (300-500 words plus photo)

\$15,000.00

- Profile/ Special Issue Sponsorship opportunity
- 2 Interview/ Stories covering your business and Special Issue for that month
- 3 full page, 2 ½ page and 4 ¼ page color ads (ads run through 2023)
- Free translations
- 9 months free web banner and link
- Editorial content every other month (300-500 words plus photo)

\$10,000.00

- Profile/ Special issue Sponsorship opportunity
- 1 Interview/ Story covering your business and Special issue
- 2 full page, 2 ½ page and 4 ¼ page color ads (customize to run for you throughout 2022)
- Free translations
- 3 months free web banner and link

\$5,000.00

- 1 full page, 2 ½ page and 4 ¼ page color ads
- 1 month free web banner and link

CONTACT US TODAY!



ADRIANNE CHASTEEN at 419-870-2797 or
ADRIANNE@SIGHTEDGUIDEOHIO.ORG



ANA LESIA ENCALADO at 419-559-5083
GALERIAENCALADO@GMAIL.COM