

MEDIA KIT 2016



SIGHTED GUIDE OHIO

Ohio's first magazine to reach out to Visually Impaired and Blind communities

Target: Visually Impaired/ Blind

Versions Available:

Hard Copy
Pdf
Newswire
Braille
Large print

Distribution:

Printed Quarterly
20,000 printed

Cities: Toledo, Columbus, Cleveland, Akron and Cincinnati

Delivery:

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

Website: www.sightedguideohio.org



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Blind communities***

QUARTERLY MAGAZINE

Issued Spring, Summer, Fall, & Winter

Magazine Net Rates

<u>Size</u>	<u>1x</u>	<u>2x</u>	<u>4x</u>	<u>12x</u>
<i>Full Page (4.875" wide x 6.08" high)</i>	\$1,000	\$900	\$750	\$600
<i>Half Page (4.875" wide x 3" high)</i>	\$600	\$540	\$450	\$360
<i>Quarter Page (2.4" wide x 3" high)</i>	\$300	\$270	\$225	\$180



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Guaranteed Page Position

<i>Inside Front Cover/Inside Back Cover</i>	<i>Add \$200</i>
<i>Back Cover</i>	<i>Add \$400</i>
<i>Middle Left Center/Middle Right Center</i>	<i>Add \$200</i>
<i>Full Center (larger print area)</i>	<i>Add \$400</i>

Deadline is March 1st, 2016

- **40 percent down** reserves space and balance due upon publication unless prepayment terms are waived by Sighted Guide Ohio.
- **20,000 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 March 1st, 2016 for Spring issue, June 1st for Summer, Sept 1st for Fall and Dec 1st for Winter 2016-17.
[Distributed on March 14th, 2016 and June 14th, 2016 respectively.]

Technical Specifications

- Submit digital ads (300 dpi or higher) in a pdf, tiff, or jpeg format.
- Email ads to adrienne@sightedguideohio.org by Deadline date.
- Ad design available upon request, at modest cost.
- **Call Adrienne Kolasinski at (419)870-2797 for details.**
- Effective date: January 1st, 2016.



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Website Options for Sighted GuideOhio.org

Web banner: \$100.00 per month

Web Link: \$100.00 per month

Web banner and link yearly option: \$2,000.00 (savings of \$400.00 for the year)

Sponsor a Sighted Guide web page:

1 month for only \$500.00

3 months for only \$1,000.00

6 months for only \$2,500.00

1 year for only \$4,500.00

For more information please call Adrienne at 419-870-2797 or email at Adrienne@sightedguideohio.org