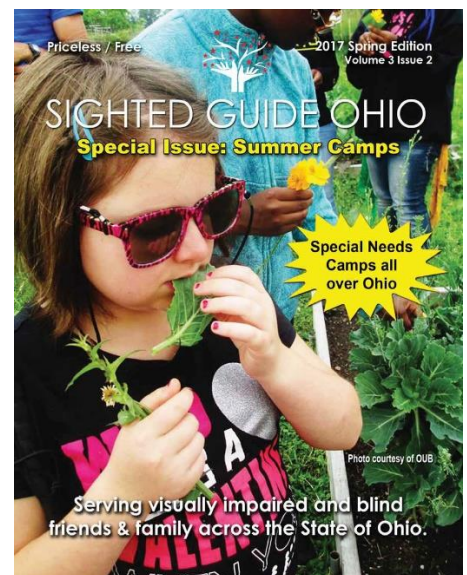
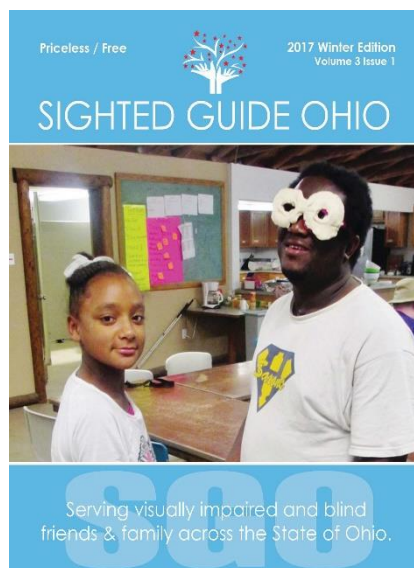
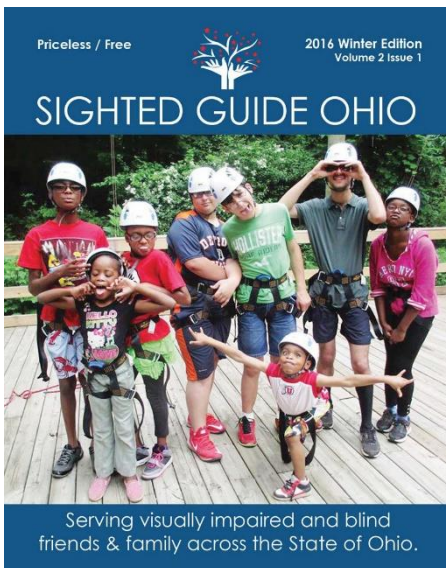




SIGHTED GUIDE OHIO

Media Kit 2025

Ohio's 1st All Accessible Media and Quarterly Publication
Reaching All Visually Impaired/ Blind Communities



Sighted Guide Ohio's Importance for 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: 20,000 printed quarterly and 50,000 via email blast pdf each month

- Printed Quarterly
- Monthly Newsletter
- Social Media

Cities: Toledo, Columbus, Cleveland, 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)	\$400	\$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 \$750

Middle Left Center/Middle Right Center Add \$400

Deadline is March 1st, 2025

- 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, 4color magazine with shelf-life of at least 3 months.

- Deadline is March 1st for Spring, 1st week in April is distribution. June 1st for Summer, 1st week in July is distribution. August 1st for Fall, 1st week in September is distribution.

[Distributed on June 14th, 2025 and June 14th, 2025 respectively.]

Technical Specifications

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

Call Adrienne Chasteen at (419)870-2797 for details

Effective date: January 1st, 2025



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 (Visually Impaired & Blind Education) 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 2025

\$10,000.00

- Front page Prime Placement Exposure
- Profile/ Special Issue Sponsorship opportunity of your choice (see pages 4 - 5)
- Multiple Interviews/ Stories covering your business and Special Issue for that quarter
- 4 full page, 2 ½ page and 4 ¼ page color ads (ads run through 2025)
- Free classified ad up to 100 words to run through 2025
- Free translations/Spanish/ Braille/Large print
- 12 months FREE web banner & content on www.sightedguideohio.org
- Editorial content monthly (300-500 words plus photo)

\$5,000.00

- Profile/ Special Issue Sponsorship opportunity
- 2 Interview/ Stories covering your business and Special Issue for that quarter
- 2 full page, 2 ½ page and 4 ¼ page color ads (ads run through 2025)
- 6 months FREE web banner & content on www.sightedguideohio.org
- Editorial content every other month (300-500 words plus photo)

\$2,500.00

- 1 Interview/ Story covering your business and Special Issue
- 1 full page, 2 ½ page and 2 ¼ page color ads (ads run through 2025)
- 3 months FREE web banner & content on www.sightedguideohio.org

\$1,000.00

- 1 ½ page and 2 ¼ page color ads (ads run through 2025)
- 1 month FREE web banner & content on www.sightedguideohio.org

