



Lorrie Cecil | ThisWeek



Chris Parker | ThisWeek

# 2011 Retail Advertising

**ThisWeek**  
Community Newspapers

7801 N. Central Dr.,  
Lewis Center, OH 43035



Lorrie Cecil | ThisWeek



Chris Parker | ThisWeek



Adam Cairns | ThisWeek



Adam Cairns | ThisWeek

## ADVERTISING POLICIES

- a. All advertising subject to publisher's approval.
- b. Advertisers who proof their ads assume full responsibility for accuracy.
- c. The liability of ThisWeek for any material error caused by ThisWeek in an advertisement is limited to crediting to the account of the advertiser an appropriate portion of the price of the advertisement containing the error. The portion will be determined by ThisWeek according to the seriousness of the error. In no event will the credit be greater than the price of the first advertisement containing the error.
- d. ThisWeek has a policy of not rejecting paid advertising unless its content may be construed as defamatory, invasive of the privacy of others, fraudulent, obscene, or otherwise unlawful. In submitting copy, the advertiser represents and warrants its content is truthful, is not defamatory, is not invasive of the privacy of others, and is in compliance with all federal, state, and local laws and regulations.
- e. The advertiser and/or advertising agency assumes all responsibility for advertising published and agrees to assume any and all responsibility for claims occurring there against ThisWeek.
- f. Political and going-out-of-business ads are cash in advance only.
- g. Regular display rates apply to single advertisers only.
- h. No split billing.
- i. No guarantee of position. No adjustments, reinsertions, or refunds will be made because of the position in which any advertisement appears.
- j. All accounts must be paid in advance on or prior to specific edition deadlines unless other credit terms have been approved.
- k. Advertising layouts and copy prepared by ThisWeek employees are the property of ThisWeek and cannot be reproduced in any other media without the expressed written consent of ThisWeek.
- l. Failure to insert – The liability of ThisWeek for omitting an advertisement from any edition in which it was scheduled or ordered for publication is limited to publishing the advertisement in another mutually agreeable edition at applicable rates.
- m. Alcoholic beverages – Alcohol advertising accepted.
- n. Tobacco – Tobacco advertising not accepted.
- o. Cancellations – Advertising canceled past the published deadline is subject to being billed at 50% of the reserved ad space.
- p. Retail advertising rates apply to any advertiser who sells goods or services directly to the consumer through one or more retail outlets.
- q. ThisWeek will not be responsible for photographs, drawings, or other materials left in its possession although every effort will be made to return them in good condition.
- r. The publisher reserves the right to insert the words "Paid Advertisement" or "Political Advertisement" on any ad. All political advertising must be pre-paid.
- s. "Cause" advertising – Advertising that presents a statement of position on political, social, or other issues and that lists the names of persons supporting the position stated will not be accepted unless the advertiser submits evidence of consent for the use of supporting names in the form of checks made out to the advertiser or other satisfactory evidence in a form stating supporter's name, issue being supported, signature, and date.
- t. Earned rate adjustment applies to all unfulfilled contracts.

## COMMISSION AND CASH DISCOUNT

- a. 15% commission is granted to recognized agencies for retail advertising at the open rate. Color charges are not commissionable.
- b. Terms are cash with copy until credit has been established with the credit department. Payment is required thirty (30) days from the date of the statement. A finance charge is assessed on past due amounts.
- c. No cash discount.
- d. Statements are billed net.

## PERSONNEL

**Stephen Zonars**, General Manager  
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Member of Suburban Newspapers of America  
Nationally represented by U.S. Suburban Press, Inc.  
Audited by Audit Bureau of Circulations

## OFFICE

### Corporate Office

7801 N. Central Dr.  
Lewis Center, OH 43035  
Phone (740) 888-6000  
Fax (740) 888-6001

PUBLICATION	Publ. date	Total press run	Nat'l open	Local open	4 wks or 90"	13 wks or 420"	26 wks. or 920"	52 wks or 1500"	3000"	5000"	7200"
Bexley	Thu.	8,155	11.65	9.70	9.20	8.50	8.10	7.90	6.65	6.45	6.30
Canal Winchester	Thu.	4,456	9.40	7.90	7.10	6.60	6.25	6.05	5.10	4.95	4.55
Clintonville	Thu.	13,874	12.00	9.99	9.48	8.76	8.34	8.14	6.85	6.64	6.49
Delaware	Sun.	16,540	14.54	12.14	11.42	10.25	9.23	8.98	7.65	7.45	6.94
Dublin Villager	Thu.	20,470	15.30	12.77	11.59	10.71	9.89	9.37	8.19	7.98	7.31
German Village	Thu.	4,270	9.40	7.90	7.10	6.60	6.25	6.05	5.10	4.95	4.55
Grandview	Thu.	4,480	9.40	7.90	7.10	6.60	6.25	6.05	5.10	4.95	4.55
Grove City Record	Thu.	16,325	14.68	12.26	11.54	10.35	9.32	9.06	7.73	7.52	7.00
Hilliard	Thu.	21,752	14.20	11.80	11.08	10.19	9.00	8.79	7.49	7.18	6.71
Johnstown Independent	Sun.	6,797	9.59	8.06	7.24	6.73	6.38	6.17	5.20	5.05	4.64
Licking County	Sun.	19,755	16.50	14.05	12.40	11.60	10.80	9.75	9.35	9.20	8.65
Marysville	Sun.	10,349	11.88	9.89	9.38	8.67	8.26	8.06	6.78	6.58	6.43
New Albany	Thu.	6,561	9.59	8.06	7.24	6.73	6.38	6.17	5.20	5.05	4.64
Northland	Thu.	11,209	12.85	11.02	10.25	9.49	8.52	8.31	7.14	6.89	6.43
Olentangy (Powell)	Thu.	19,566	13.65	11.34	10.55	9.77	8.77	8.56	7.35	7.09	6.62
Pickerington	Thu.	12,219	12.12	10.09	9.57	8.84	8.42	8.22	6.92	6.71	6.55
Reynoldsburg	Thu.	11,365	12.80	10.70	10.00	9.20	8.30	8.10	6.95	6.70	6.25
Rocky Fork (Gahanna)	Thu.	15,075	12.98	10.82	10.20	9.27	8.45	8.14	6.90	6.75	6.23
South Side (Shopper)	Sun.	10,015	9.68	8.14	7.31	6.80	6.44	6.23	5.25	5.10	4.69
Upper Arlington	Thu.	21,694	15.15	12.55	11.40	10.60	9.60	9.05	8.00	7.75	7.15
West Side	Sun.	8,364	11.88	9.89	9.38	8.67	8.26	8.06	6.78	6.58	6.43
Westerville	Thu.	25,949	15.66	12.98	11.79	10.97	9.94	9.37	8.29	8.03	7.42
Worthington	Thu.	18,290	15.15	12.55	11.40	10.60	9.60	9.05	8.00	7.75	7.15
<b>TOTAL CIRCULATION</b>		<b>307,530</b>									

**CALCULATING THE PRICE OF AN AD:** Choose market or combination of markets and appropriate contract level. Add rates together. Take appropriate multi-market discount(2 or more markets used in the same week with the same ad). Determine total column inches of ad by multiplying columns wide by inches high (ex: 2 col x 3" = 6 col inches). Multiply discounted rate by total column inches. Result is total ad price per insertion.

**RETAIL ADVERTISING RATES 2011**

**ANNUAL FREQUENCY & BULK CONTRACTS**

All advertising is sold by column inch. Advertising appearing in any ThisWeek Community Newspaper, Dublin Villager, Grove City Record, Johnstown Independent, Rocky Fork Enterprise, or special advertising section accrues toward the fulfillment of a frequency or bulk contract.

**CLOSING TIME (DEADLINES)**

**Delaware, Johnstown, Marysville, South Side and West Side**

Publishes . . . . . SUN  
 Proof ad materials due . . . . .3 p.m. TUE  
 Final space reservation. . . . .3 p.m. WED  
 Digital ready pdf format. . . . .3 p.m. WED  
 Proof corrections due back . . . . . noon THU

**Licking County**

Publishes . . . . . SUN  
 Proof ad materials due . . . . .3 p.m. WED  
 Final space reservation. . . . .3 p.m. THU  
 Digital ready pdf format. . . . .5 p.m. THU  
 Proof corrections due back . . . . . noon FRI

**Dublin, Hilliard, Olentangy/Powell, Upper Arlington, Westerville and Worthington**

Publishes . . . . . THU  
 Proof ad materials due . . . . . 3 p.m. FRI  
 Final space reservation. . . . . noon MON  
 Digital ready pdf format. . . . . noon MON  
 Proof corrections due back . . . . .5 p.m. MON

**Bexley, Canal Winchester, Clintonville, Gahanna, German Village, Grandview, Grove City, New Albany, Northland, Pickerington and Reynoldsburg**

Publishes . . . . . THU  
 Proof ad materials due . . . . .3 p.m. FRI  
 Final space reservation. . . . .3 p.m. FRI  
 Digital ready pdf format. . . . . noon MON  
 Proof corrections due back . . . . .5 p.m. MON

- b. A 15% agency discount may be applied to national and local open rates and are only available to recognized agencies.
- c. National open rate applies to all national advertising agencies and advertising customers who do not have a presence in the Columbus MSA. A 15% agency discount may be applied.
- d. Distribution audited by Audit Bureau of Circulations.
- e. Other premium positions available. See your account executive for details.

### SPECIAL CLASSIFICATION RATES

**CHARITABLE ORGANIZATIONS**  
13x contract rate is granted to pre-approved charitable organizations with non-profit status.

### CLASSIFIED RATE

Classified rate card available upon request.

### COLOR RATES AND DATA

Use black and white rates plus these applicable charges:

Ads up to 29"	\$51 spot	\$75 process
Ads from 30" to 74"	\$99 spot	\$150 process
Ads 75"+	\$150 spot	\$250 process

Maximum color charge:  
Spot color \$1,000    Process color \$1,500

## GUARANTEED POSITION/PREMIUMS

### FRONT PAGE BANNER: MAIN SECTION

Available every week.

Pricing by market circulation:

	6 columns x 2"
0-10,050	\$250/market
10,051 - 15,000	\$300/market
15,000+	\$350/market

All prices include full color. Multi-market discounts do not apply. Rates are net.

### MULTIPLE MARKET DISCOUNTS

#### ROP ad discounts

2 editions . . . . .	5%
3 editions . . . . .	10%
4 editions . . . . .	15%
5 editions . . . . .	20%
6 editions . . . . .	25%
7-12 editions . . . . .	30%
13-17 editions . . . . .	33%
18+ editions . . . . .	35%

(Same ad, same week, does not apply to color.)

### ROP DEPTH REQUIREMENT

The minimum ad size requirement is 1 column x 1 inch.

#### a. STANDARD PAGE

Minimum size acceptable: 1 column inch.  
Advertisements over 19 inches deep will be billed full column depth, 21 inches.

#### b. TABLOID PAGE

Minimum size acceptable: 1 inch.  
Advertisements over 9 inches deep will be billed full column depth, 10 inches.

### MAGAZINES

*Columbus Parent Magazine* is published monthly.

### SECTION FRONT BANNER

Available on all sections (except front cover), every week.  
Size 6 columns x 3 inches.

35% premium in addition to the applicable rate.

Advertising copy subject to approval and editorial availability. Multi-market discounts do not apply. Rates are net.

### BACK PAGE

10% premium in addition to the applicable rate. Full page size only.

Color is an additional charge.

### MECHANICAL MEASUREMENTS

#### STANDARD BROADSHEET

Page size: 10.39" x 21".

6 columns per page x 21" depth = 126" per page.

Ads over 19" in depth will be billed at 21".

Ads full depth must allow for 0.25" for folio.

Ad Column Widths	Widths in Decimals
1 column	1.64"
2 columns	3.39"
3 columns	5.14"
4 columns	6.89"
5 columns	8.64"
6 columns	10.39"
double truck	21.88"

#### TABLOID:

Page size: 10.39" x 10.39".

6 columns per page x 10" depth = 60" per page.

Ads over 9" in depth will be billed at 10".

Ads full depth must allow for 0.39" for folio.

Ad Column Widths	Widths in Decimals
1 column	1.64"
2 columns	3.39"
3 columns	5.14"
4 columns	6.89"
5 columns	8.64"
6 columns	10.39"
Double truck	21.38"

**INSERTS**

PREPRINT INSERTS (net rate per thousand)

# of pages	1x	4x	12x	26x	52x
Single sheet	\$44.00	41.50	38.50	36.50	34.50
4 pages	46.00	43.50	40.50	38.50	36.50
8 pages	48.00	45.50	42.50	40.50	38.50
12 pages	50.00	47.50	44.50	42.50	40.50
16 pages	52.00	49.50	46.50	44.50	42.50

Minimum 5,000 pieces. Custom zoning additional \$5 CPM. Must be shipped to arrive 10 days prior to distribution date. A charge of \$5.50 CPM will be applied for inserts received not cross-tied. For preprints weighing more than 3 ounces, a charge of \$17 per thousand for each additional ounce will be assessed. Billed in tenths of one ounce. For pre-prints exceeding 24 pages, an additional charge of \$0.90 per tabloid page per thousand will be assessed.

**Maximum Size:** 10.5" x 13" total size, or must be quarter-folded.

**Distribution Note:** Partial circulation distributed to The Columbus Dispatch Thursday subscribers. Call for available zoning break downs.

**DELIVERY INSTRUCTIONS**

Preprints supplied by advertiser to be delivered to OnTarget Marketing facility uniformly and securely cross-tied (tied in opposing directions) in uniform quantities, preferably 300s, 200s or 100s. Single ties, single straps, single bands and slip-sheets are NOT acceptable. Material must be flagged appropriately at the time it is delivered to the warehouse by the customer or customer's transportation representative. Delivery must be clearly marked with "ThisWeek Delivery."

- Client (advertiser) name
- Material description (clearly ID the preprint to match the description on the order)
- Publish date (Thursday or Sunday)
- Name of account executive

Inserts for Thursday delivery date must be in house by 4:30 p.m. the Monday prior to insert date. No deliveries will be accepted on Wednesday or Friday before noon. Schedule for receipt of upcoming ThisWeek delivery:

Tuesdays: 8:30 a.m. - 5 p.m. (9 days prior)  
 Wednesdays: 3 - 5 p.m. (8 days prior)  
 Thursdays: Material will not be accepted  
 Fridays: 3 - 5 p.m. (6 days prior)

Mondays: 8:30 a.m. - 5 p.m. (3 days prior)  
 Receiving docks located at 7801 N. Central Dr., Lewis Center, OH 43035.

Preprints for Johnstown ONLY must be delivered to DCS Hebron Warehouse, 1120-A O'Neill Dr., Hebron, OH 43025.

Cross tied in 300s delivered by Tuesday prior to insert date.

**PREPRINT VOLUME DISCOUNTS**

Discounts are based on annual quantity distributed.

Quantity	Discount
100,000 - 150,000 pcs.	- \$1/M
150,001 - 200,000 pcs.	- \$2/M
200,001 - 300,000 pcs.	- \$3/M
300,001 + pcs.	- \$4/M

\* Discount taken off preprint contract rate.

**WEPRINTS**

WePrints are customized inserts printed and distributed by ThisWeek Community Newspapers.

WePrints are a cost-effective way to reach your customers with a unique and targeted message. WePrint pricing varies depending on printed piece, quantity, and distribution. See your account executive for details.

**SPECIAL SERVICES**

**CREATIVE SERVICES**

Available to design and create effective, results-producing advertisements.

**THIRD PARTY AD DELIVERY SERVICES**

Transmissions are accepted through these services only: AP AdSend, AdDirect, and AdTransit. AdSend transmissions use site code: OHWTW.

**ELECTRONIC ADVERTISING SERVICES**

Electronic Advertising Services accepts advertising through our Web site, and through supported delivery service providers. E-mail submissions are not accepted.

Electronic files can be uploaded on the Internet at our printads Web site:

<http://printads.thisweeknews.com>

Call Electronic Services at (614) 461-7500 for more information on how to use this convenient, free service.

After on-line or phone registration, you can begin sending your ads through our PrintAds submission page. This service features a time saving pre-filled submission form and an e-mail submission confirmation.

**CO-OP RECOVERY SERVICE**

Find, use, and collect your co-op funding to expand your ad budget

and increase exposure to your business. Many manufacturers offer co-op advertising dollars to their customers. We can help you find your co-op dollars.

**MARKET RESEARCH**

Information regarding targeted delivery, total market coverage and other database marketing services available.

**DIGITAL ADVERTISING SERVICE**

For the most up to date digital guidelines, please visit:

<http://printads.thisweeknews.com>

Click on Print Ads FAQ/Brief.

**MULTIMEDIA (Video pre roll)**

AD	COST
Video pre roll	\$50/cpm

**RICH MEDIA**

AD	COST
Home page Post-It Note 250x250 (unique visitors only)	*\$250/day
Community page Post-It Note 250x250	\$250/week
Homepage Post-It Note 250x250 to Pencil Ad 1000x30	\$600/day
Community Post-It Note 250x250 to Pencil Ad 1000x30	\$600/day
Home page Expandable Billboard or Page Peel	*\$500/day
Community Expandable Billboard	*\$500/week
Custom rich media (production not included)	\$40 CPM

**HOME PAGE**

(Inventory availability upon request)

AD	SIZE (in pixels)	COST (per thousand impressions)
Content Leaderboard	600 x 100	\$25
Top Rectangle	300 x 100	\$15
Left Rectangle	300x100	\$20
Upper Right Square	300 x 250	\$20
Lower Right Square	300 x 250	\$15

**COMMUNITY AND ARTICLE PAGES**

AD	SIZE (in pixels)	COST (per thousand impressions)
Leaderboard	728 x 90	\$20
Content Leaderboard	600 x 100	\$20
Top Right Rectangle	300 x 100	\$12
Left Rectangle	300 x 100	\$18
Upper Right Square	300 x 250	\$18
Lower Right Square	300 x 250	\$16

**RUN OF SITE (ROS)**

AD	SIZE (in pixels)	COST (per thousand impressions)
Leaderboard	728 x 90	\$10
Content Leaderboard	600 x 100	\$10
Top Right Rectangle	300 x 100	\$10
Left Rectangle	300 x 100	\$10
Upper Right Square	300 x 250	\$10
Lower Right Square	300 x 250	\$10

Video + \$6

Minimum of 50,000 impressions is recommended for ROS campaigns.

**SOCIAL MEDIA**

Facebook Facelift	3 tab	\$699
Facebook Facelify	5 tab	\$899
DD Facebook Network		\$499/month
150,000 impressions per month		
125 clicks monthly guaranteed		
6 month commitment		
Social Media Jump Start		\$75/hour

For questions about available space and/or file requirements, call your account executive or (614) 469-6196 or (740) 888-6034.

\* Discounts do not apply

**AVAILABILITY**

Web advertising is available on ThisWeekNews.com (125,000 - 175,000 unique visitors per month)

**AD REQUIREMENTS:**

72 dpi, JPG or GIF format, 30k file size.

Video ad: Edited to :10 - :15 seconds, need permission to put up wording (before video) that prompts user to click before video plays.

Please allow 5 business days for production by ThisWeek creative department. Rich media and flash available.

**BEHAVIORAL TARGETING\***

300x250, 728x90, 160x600 and 425x600 \$15 CPM

- Travel
- Real Estate
- Auto
- Finance
- Home improvement
- Many more

**GEOGRAPHIC TARGETING\***

- By zip code

**E-MAIL MARKETING**

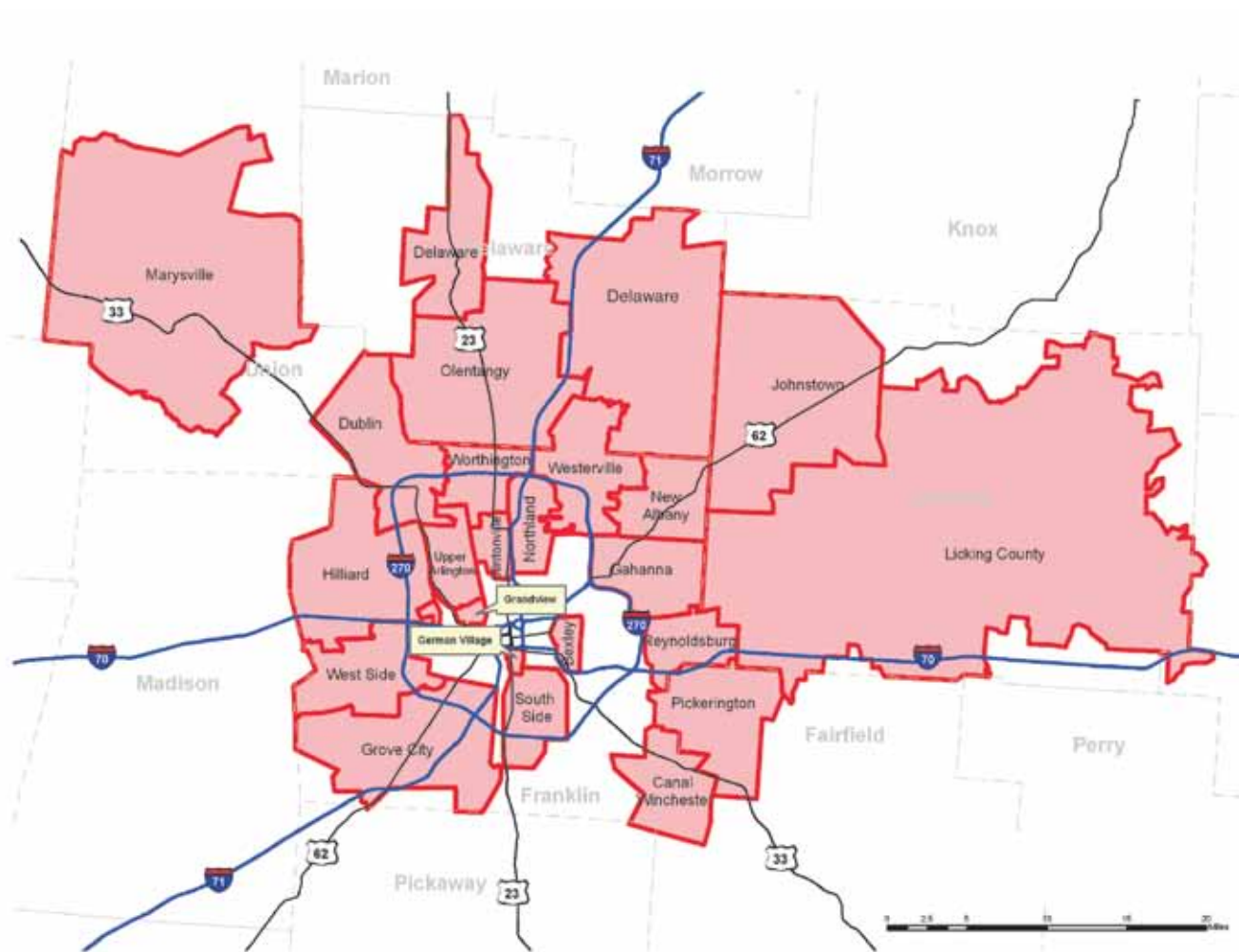
AD	COST	
Food and Wine	\$89	
ThisWeek Community Headlines (75,000+ total subscribers)	\$89/market	
Bexley	Grandview	Olentangy (Powell)
Canal Winchester	Grove City Record	Pickerington
Clintonville	Hilliard	Reynoldsburg
Delaware	Johnstown	Upper Arlington
Dublin Villager	Licking County	West Side
Rocky Fork	Marysville	Westerville
(Gahanna)	New Albany	Worthington
German Village	Northland	

Costs are per blast, e-mails sent out weekly. For questions about available space and/or file requirements, call your account executive or (614) 469-6196 or (740) 888-6034.

\* Discounts do not apply

Market	Print Circulation	Online Pageviews
Bexley	8,155	12,370
Canal Winchester	4,456	8,895
Clintonville	13,874	9,345
Delaware (Sunbury)	16,540	12,489
Dublin	20,470	26,712
German Village	4,270	5,060
Grandview	4,480	7,228
Grove City	16,325	21,976
Hilliard	21,752	17,940
Johnstown	6,797	12,187
Licking County	19,755	8,032
Marysville	10,349	11,284
New Albany	6,561	16,084
Northland	11,209	6,506
Olentangy (Powell)	19,566	14,624
Pickerington	12,219	15,824
Reynoldsburg	11,365	15,754
Rocky Fork (Gahanna)	15,075	19,424
South Side	10,015	N/A
Upper Arlington	21,694	14,878
West Side	8,364	4,501
Westerville	25,949	23,473
Worthington	18,290	17,461

**Total Market Circulation:**  
307,530



*\*Print circulation is total press run as of: 2-9-11  
Online pageviews are per month average Aug. 1- November 30, 2010*

**Retail Advertising**

(740) 888-6007  
(740) 888-6001 fax

**Online Advertising**

(740) 888-6037  
(740) 888-6001 fax

**Classified Advertising**

(740) 888-5003  
(740) 548-8197 fax

**Editorial / Sports / Photography**

(740) 888-6100  
(740) 888-6006 fax

**Electronic Services**

(614) 461-7500

**Home Delivery Customer Service**

(888) 837-4342

**Business Distribution**

(888) 837-4342

A product of

ThisWeek **Community** Media

**ThisWeek**  
Community Newspapers

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