

Penda Publishing

MEDIA KIT

PRICE SHEETS | ADVERTISING SAMPLES | WEBSITE DESIGN



PRINT ADVERTISING



ONLINE PRESENCE



WEB ADVERTISING

But you shall remember the LORD your God, for it is He who is giving you power to make wealth, that He may confirm His covenant. Deuteronomy 8:18



Thank you for the opportunity to give you information concerning the most popular read in Clark and Champaign counties. Our publications are filled with Hometown good-news weekly that is fueled by a heavy community participation. Some newspapers give space to their residents for articles, press releases, public opinions and letters to the editor, we give the public the unusual opportunity to report the good-news that happens in their backyards per say.

We are your Hometown Good-News Weekly Newspaper, dedicated to families and our community, reaching over 50,000 readers in our Tri-County area.

“ WHAT PEOPLE ARE SAYING

Community Government

“I look forward to reading The Springfield Paper. It is very upbeat and a real promotion for our community.”

- Matt Kridler, City Manager

“The Springfield Paper continues to accentuate the positive and provide a voice to the greatness of Clark County and its’ many activities.”

- Gene Kelly, Clark County Sheriff

Community Leaders & Organizations

“Congratulations to The Springfield Paper on their one year anniversary! Over the past year, the weekly newspaper has done a great job of highlighting the good news that is happening in and around Springfield. We look forward to this next year as Springfield continues to become a better community.”

- Mike McDorman, President, Greater Springfield Chamber of Commerce

“The Springfield Paper tends to focus on the positive news in our community. Creating new outlets for communication within our city is a good thing. I don’t think you can ever have enough of that sort of thing.”

- John T. Landess, Turner Foundation, Executive Director

RATE PER COLUMN INCH

Open Contract	\$16.00
8 Week Contract	\$13.00
16 Week Contract	\$11.00
32 Week Contract	\$10.00
52 Week Contract	\$9.00

Distributed in both Clark and Champaign County

SPECIAL FULL PAGE RATE*

\$950.00 per insertion

*Minimum 2 insertions over 6 weeks. Copy ready advertisements only.

INSERTS

\$55 per thousand (4000 Minimum)

Insertion of Preprints: Tabloid or broad sheet supplement inserts may be used in all or any part of our publication circulation at \$45.00 per thousand.

Minimum dimension: 8 1/2” X 11”, 20# bond/50# offset stock, minimum single sheet basis weight. Maximum dimension 11 3/8” X 13 3/4”

*Multiple signature inserts will not be accepted.

TERMS & CONDITIONS

Net Cash. Major Credit Cards Accepted

30 day net available with approved credit.

New accounts will pay in advance until credit is established.

Past due accounts subject to 1 1/2% of the unpaid balance per month finance charge.

Free tear sheets limited to 10 copies per issue.

Political ads at regular rate, paid in advance.

FORMULA FOR AD COST

size x rate x weeks

full page	6" x 21"
1/2 page	6" x 10"
1/4 page	3" x 10"
3x5	3" x 5"
2x4	2" x 4"
2x3	2" x 3"
2x2	2" x 2"
1x2	1" x 2"

example: 2x2 ad for 52 weeks

$$2 \times 2 = 4$$

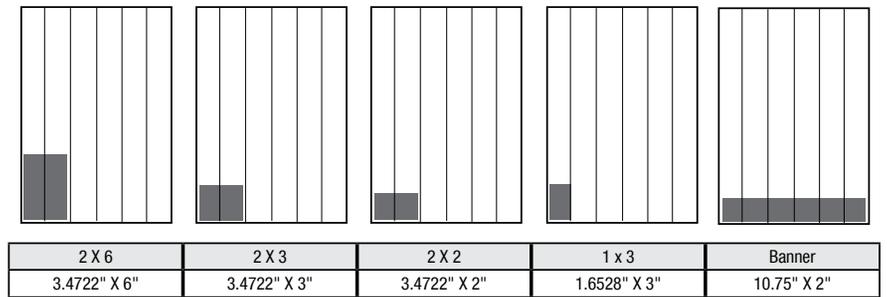
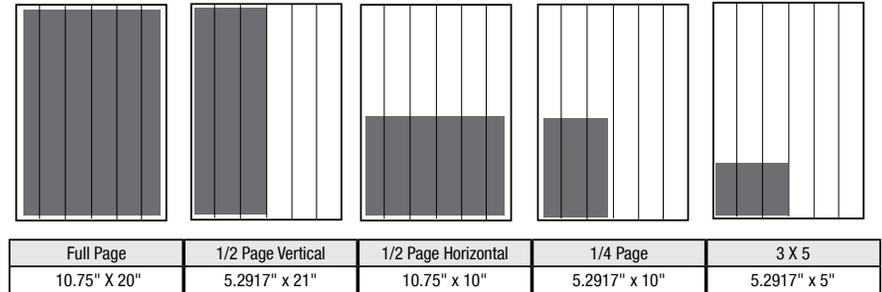
$$4 \times \$7.25 = \$29$$

$$\$29 \times 52 = \$1,508$$

COLOR AD COST

1 color	\$10
2 colors	\$15
3 colors	\$20
full color	\$25 (best value)

ACTUAL AD DIMENSIONS



OTHER AD DIMENSIONS

1 x 2	1.6528" x 2"
2 x 2	3.4722" x 2"
2 x 3	3.4722" x 3"
3 x 3	5.2917" x 3"
4 x 4	7.1111" x 4"
4 x 6	7.1111" x 6"
5 x ?	8.9306" x ?
6 x ?	10.75" x ?

TABLOID AD SIZE CHART

1/8 page	4.91" x 2.75" 3 columns wide
1/4 page	4.91" x 5.5" 3 columns wide
1/2 page	10" x 5.5" 6 columns wide
full page	10" x 10.5" 6 columns wide

ADVERTORIAL WORD COUNT

1/2 page
with pic - 85 words | without pic - 125

1/4 page
with pic - 175 words | without pic - 205

1/2 page
with pic - 275 words | without pic - 430

COLUMN INCHES

1 column	1.5278"
2 columns	3.2222"
3 columns	4.9167"
4 columns	6.6111"
5 columns	8.3056 "
6 columns	10"

total size of each page laid out: 10" x 11"
top half inch of page used for header

AD MECHANICS

We prefer and accept PDF, AI, EPS files for advertisements. Please no DOC files. All color ads must be in CMYK Black & White must be greyscale.

MECHANICS

Minimum size 1 column X 2 inches. All ads must be an equal number of inches in depth as columns wide. Local rates non-commissionable.

All SAU sizes accepted. Halftones cut with 85 line screen

6 column width: 11.25 inch; Classified: 9 column width. Page: 11.25" wide, 21" deep. Double Truck: 26 3/4" wide, 21" deep, billed at 12 1/2 column width. 14 agate lines per column inch.

CIRCULATION

Copies distributed in over 300 newsstands in and around Springfield, New Carlisle, Enon, South Charleston, South Vienna in Clark County; Urbana in Champaign County and Fairborn/Beavercreek in Greene County.

*Readership estimated at over 50,000 per week.

Deadline: Wednesday 5 Pm
Proof Ads: Tuesday 5 Pm
Color Charge: \$90.00 Per Color

COPY REGULATIONS

The Publisher reserves the right to edit all copy submitted and reject those ads which are not in compliance with state and/or federal regulations, or those which are offensive, false, misleading, deceptive or similarly unacceptable. Alcoholic beverage or tobacco advertisements and ads dealing with the occult, work at home, dietary supplement and 900 numbers are not accepted.



WEB AD MECHANICS

Advertise on the world wide web! Tens of thousands are visiting MySpringfieldPaper.com TheSpringfieldPaper.com and TheOutlook.cc each month! Get 30 days Free w/print advertising.

ACTIVE DISPLAY ADS:

Placement	Size (in pixels)	Cost*	Combo**
Side Banner	160x600	\$150	\$75
Front Page Banner	1000x165	\$400	\$300

* 1 year contract, 30 days free.

** 3 month contract with print ad

WHERE YOUR ADS CAN BE DISPLAYED

My Springfield Paper	link
The Springfield Paper	link
The Outlook	link
The Fairborn Paper	link

PRINT ‘N GO COUPONS

Take your coupon campaign to a new level, offer your coupons on our Print ‘N Go website. Print ‘N Go users can print the coupons offered on the site right at home. Compete with the large companies offering their deals on sites like Coupon Suzy and Groupon! [link](#)

WEB SITE DESIGN AND HOSTING

We custom design your site to your needs!

Web site base starts at \$500 per page. Audio/video, blog pages, e-commerce and etc are charged extra at great affordable rates.

Hourly rates \$60 for HTML forms, etc.



A LITTLE ABOUT ADVERTISING ONLINE

Web advertisement success is based on how many clicks an ad receives over how many times it is shown, stated as a percent. Online click rate average is around 1% (1 in every 100 people who see the ad clicks it.) Ideally you strive for a click rate of 2%, which is considered a very high performance.

Ads shown on the Penda network of sites average around 1% with many reaching or exceeding 2%. We owe our high click rate to the fact that we have local businesses reaching local people. Also, with the high volume of traffic on our network of sites, your ad is seen thousands of times a month. Garrigans is a typical example. In the first month of their ad they appeared on page over 2,700 times.

The ultimate goal of online advertising is to encourage viewers to click your ad and be taken from the page they are currently on (on one of our sites) to a page controlled by your company. Once the viewer is on your business’s page you can “make the sell.”

Want to improve your click rate? Keep your ad simple and eye catching, make sure your ad can be clicked through to your business’s website or even a facebook page dedicated to your business, and offer a coupon or other incentive and encourage viewers to click your ad for more info.

Local Businesses that found success with us

7.43%	Wild Horse Adoption
6.03%	Springfield Smiles
4.18%	Blessings By The Basket
3.83%	American Cancer Society
2.63%	Aico Awards
2.18%	Wild Fire Ballroom
1.98%	Songbbird Records
1.46%	Blue Ready
1.41%	Linked Springfield
1.28%	Freedom Road Community Church

Penda Publishing

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