



AdOhio™

An affiliate of the Ohio Newspaper Association

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

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MEDIA KIT 2014





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Who We Are

In print, online, and in demand - Ohio newspapers remain the primary local news and shopping information source*. From the large metropolitan areas in Ohio, like Cleveland, Columbus, and Cincinnati, to the mid-sized and smaller markets, like Lima, Sugarcreek, Troy, and Fredericktown, newspapers and their associated websites offer advertisers the most effective media penetration available.

As part of the Ohio Newspaper Association, we enjoy a unique relationship with every member newspaper and newspaper website. AdOhio represents every daily and weekly paid circulation newspaper published in Ohio, plus many more, including:

- Weekly Suburban Groups
- Rural Weekly Newspapers
- Ohio Business Newspapers
- Alternative Weekly Newspapers
- African-American Newspapers
- Hispanic Newspapers
- Agricultural News Publications



*Source: Scarborough and Claritas, 2013, American Opinion Research 2011



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What We Do

At AdOhio, our mission is to make it extremely easy and affordable to reach local audiences with the product mix that makes the most sense for the advertiser. We offer complete digital and print media ad placement "In Print, Online, and In Demand," including:

- ROP Display Advertising
- Network Classified and Display Advertising
- Targeted Preprint Advertising
- Sticky Notes
- Web Banner Ads
- Rich Media
- Video Capabilities
- Commercial Print and Delivery Possibilities

We aggregate more than 250 metropolitan and community newspapers (daily, weekly, and monthly), as well as Ohio's 170+ local news websites, into convenient media networks for advertisers to utilize. We have targeted, highly affordable and effective programs designed to reach the millions of Ohioans who live within the eight largest metro communities, as well as the millions who reside in the rural small- to medium-sized suburban communities.





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What We Do

We work with a variety of local, national, and international companies and representing advertising agencies. The clients we work with are leaders in their respective industries, and the list continues to grow:

- AARP
- AETNA
- American Chemistry Council
- American Natural Gas Alliance
- Buckeye Gun Shows
- Buckeye Community Health Plan
- Christ Hospital, Cincinnati
- CenturyLink
- Citizen's Bank
- Columbus Academy
- Central Ohio Urology Group
- Center of Science & Industry (COSI)
- C&E Gun Shows
- Dayton Art Institute
- Efficiency Smart
- Federated Insurance
- Frontier Communications
- Girl Scouts of America
- Hometown Urgent Care
- Kennedy Space Center
- Lexington, KY Convention & Visitors Bureau
- Mardi Gras Casino & Resort, W V
- McDonald's
- Ohio Assn. of Second Harvest Food Banks
- Ohio Historical Society
- Ohio Public Employees Retirement System
- Ohio State Fair
- Pro Seniors
- Ross Heart Center
- Rupp Seeds
- Seneca Niagara Casino
- State Auto Insurance
- Steyer Seeds
- United Health Care
- WalMart
- Woodbury Outfitters

We also work with state and federal government agencies; state and federal political candidates; political action committees and interest groups; and regional and national utility agencies.



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Print Advertising

AdOhio can customize ad buys tailored to meet a client's specific market coverage needs, including placement of digital and print advertising anywhere in the country through our collaborative relationships in other state newspaper associations.

We will research each market, negotiate rates, generate insertion orders, execute media delivery, and invoice and collect payment all with one call, one point of contact, and one invoice to you for our services - anywhere in the continental United States.

Print Services Include:

- ✓ Run Of Paper Display
- ✓ Classified Networks
- ✓ Preprints (Print and Deliver)
- ✓ Front Page Sticky Notes



"In working with AdOhio, we were able to thoroughly communicate our candidate's background and experience. Given the right opportunity, newspapers are the perfect medium."

- Paul Wilson

Wilson Grand Communications, Alexandria, VA



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Online Advertising



AdOhio can direct-serve online display advertising. Our online ad serving system can directly deliver display ads across more than 170 Ohio newspaper websites. This gives us the ability to generate detailed reports of impressions, delivery, and click-thru rates. In addition, we are able to make immediate changes in creative across an entire multi-site campaign.

Online Services Include:

- ✓Static, Linked, Flash, and Rich Media
- ✓Behavioral Targeting
- ✓Demo Targeting
- ✓Contextual Targeting
- ✓Re-Targeting

"We use AdOhio year after year. They make our multiple market buys quick and easy. For online and print, this is the way to go."

- Bob Clegg

Midwest Communications & Media





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Special advertising networks are simple and resourceful, easy to use, and very economical. We have aggregated hundreds of community and metropolitan newspapers and local news websites into convenient discounted network programs, saving advertisers time and money. With a single call or email, your message can be placed into local news media outlets throughout Ohio - or the entire country.

AdOhio networks always deliver extra savings. Each of our networks has real cost savings built in. Beyond the time efficiency gained with our "one order/multiple markets" service, AdOhio networks are priced to reflect savings up to 85%. At AdOhio, we offer:



A 2x2 (2-column by 2-inch) and a 2x4 (2-column by 4-inch) program, **Ohio Statewide Ad Display Network**, aggregating more than 125 community daily and weekly newspapers with a total readership of more than 2.5 million.*



A 2x4 and a 3x5 (3-column by 5-inch) program, **Ohio Metro Ad Display Network**, aggregating seven metropolitan daily newspapers with a readership of more than 1 million.*



A 25-word classified liner, **OhioScan Network**, aggregating more than 130 daily and weekly newspapers with a total readership of more than 2.6 million.*



An **Ohio Digital Advertising Program** aggregating more than 170 newspaper websites, as well as a Premium News Network that includes 1,000 other media sites with the option of behavioral, demo and contextual targeting and re-targeting.

*Reading calculation using National Newspaper Association formula 2.5 readers per newspaper copy



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Ohio Statewide Display Advertising Network

Place a 2x2 display ad (2-column by 2") or a 2x4 display ad (2-column by 4") in 127 paid daily and weekly newspapers published throughout the state for only \$995 net for 2x2 ads and \$1,860 net for 2x4 ads. Total readership now exceeds 2.5 million with coverage in 75+ Ohio counties.

To buy similar ad space in all 127 papers separately would cost advertisers roughly \$8,000 for a 2x2 ad and \$16,000 for a 2x4 ad. Those who utilize our Ohio Statewide Network enjoy more than 85% savings on their ad buys, which equates to more than \$6,500 savings on 2x2 ads and \$13,000 on 2x4 ads!

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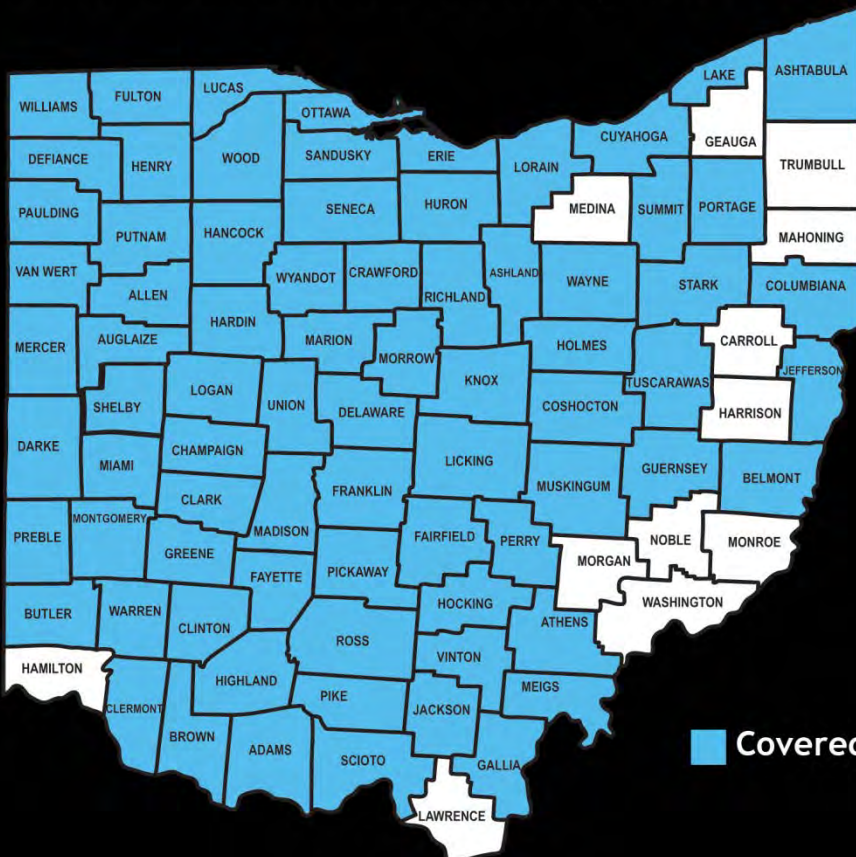
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Ohio Statewide County Coverage



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Ohio Statewide Newspaper Roster

Ada, The Ada Herald	Gallipolis, Daily Tribune	Oberlin News Tribune	West Liberty, The River Current
Alliance Review	Georgetown News Democrat	Ottawa Putnam County Sentinel	Westlake, WestLife
Amherst, News-Times	Greenville, The Daily Advocate	Oxford Press	West Union, The People's Defender
Andover & Orwell, The News	Hamilton/Middleton Journal News	Paulding Progress	Wilmington News Journal
Ashland Times Gazette	Hillsboro, Times Gazette	Piqua, Daily Call	Worthington This Week News
Athens Messenger	Huber Heights Courier	Plain City Advocate	Wooster Daily Record
Auglaize Merchandiser	Hudson Hub-Times	Pomeroy, Daily Sentinel	Xenia Daily Gazette
Aurora Advocate	Jackson County Times Journal	Port Clinton News Herald	Zanesville Times Recorder
Avon Lake, The Press	Jackson, The Community Shopper	Portsmouth Daily Times	
Beavercreek, News Current	Jefferson Gazette/Geneva/Ashtabula	Ravenna, Record Courier	
Bellefontaine Examiner	Lakeview, Indian Lake Current	Ripley Bee	
Bellevue Gazette	Lancaster Eagle Gazette	Salem News	
Bellville Star	Lima News	Sidney, Daily News	
Bowling Green Sentinel Tribune	Lisbon Morning Journal	Springfield News Sun	
Bryan Times	Logan Daily News	St. Marys, The Evening Leader	
Bucyrus Telegraph-Forum	London Madison Press	Steubenville Herald Star	
Cambridge Daily Jeffersonian	Loudonville Times	Stow Sentry	
Cambridge, The Jeffersonian Shopper	Loudonville, Mohican Area Shopper	Sugarcreek Bellbrook Times	
Chagrin Valley/Solon Times	Madison/Mentor/Painesville, The Tribune	Sugarcreek Budget	
Chillicothe Gazette	Mansfield News Journal	Sunbury News	
Circleville Herald	Marblehead Peninsula News	Swanton Enterprise	
Clyde Enterprise	Marion Star	Tallmadge Express	
Conneaut Courier	Marysville Journal Tribune	Tiffin Advertiser Tribune	
Coshocton Tribune	McArthur, Vinton County Courier	Tipp City Weekly Record Herald	
Crestline Advocate	Mechanicsburg Telegram	Today's Pulse of Butler County	
Cuyahoga Falls News-Press	Minerva, The News Leader	Today's Pulse of Warren County	
Dayton Daily News	Mount Gilead, Morrow County Sentinel	Troy Daily News	
Defiance The Crescent News	Mount Sterling Tribune	Twinsburg Bulletin	
Delaware Gazette	Mount Vernon News	Urbana Daily Citizen	
Delphos Herald	MyOwn Rural Life, North Central Ohio,	Van Wert, Community Connection	
Dublin Villager This Week	Northwest, Southwest, West Central Ohio,	Van Wert Times Bulletin	
East Canton	Western Ohio	Vandalia, Drummer News	
East Liverpool Review	Napoleon Northwest Signal	Wapakoneta Daily News	
Eaton, Register Herald	New Lexington Perry County Tribune	Washington Court House, Record Herald	
Englewood Independent	New Philadelphia Times Reporter	Wauseon, Fulton County Expositor	
Fairborn Daily Herald	Newark Advocate	Waverly, Pike Ross Regional Shopper	
Fostoria Review Times	Nordonia Hills News Leader	Waverly, The Pike County News Watchman	
Fredericktown, Knox County Citizen	North Ridgeville Press	Wellington Enterprise	
Fremont News Messenger	Oak Harbor Ottawa County Exponent		
Galion Inquirer and Advisor			

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Ohio Metro Display Advertising Network

Place a 2x4 display ad (2-column by 4") or a 3x5 display ad (3-column by 5") in seven daily metro newspapers. The cost for a 2x4 ad is an incredibly low \$4,000, and the cost for a 3x5 ad in these highly desirable markets is an unbelievable \$6,500! Reach more than 1 million readers easily, effectively, and efficiently.

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Ohio Statewide Classified Advertising Network

Place a 25-word classified ad in more than 133 small-town daily and weekly newspapers published throughout the state for only \$335. Total adult reach is now more than 2.6 million.

The OhioScan Network covers both metro and non-metro areas throughout Ohio, reaching 68 counties. Get your message across to millions. It's easy, effective, and inexpensive!

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OhioScan Newspaper Roster

Ada, The Ada Herald	Greenville, The Daily Advocate	Oxford Press	West Union, The People's Defender
Alliance Review	Hamilton/Middleton Journal News	Paulding Progress	Wilmington News Journal
Amherst, News-Times	Hillsboro, Times Gazette	Pike County News Watchman,	Worthington This Week News
Andover & Orwell, The News	Huber Heights Courier	Shopper	Wooster Daily Record
Ashland Times Gazette	Hudson Hub-Times	Piqua, Daily Call	Xenia Daily Gazette
Athens Messenger	Jackson County Times Journal	Plain City Advocate	
Auglaize Merchandiser	Jackson, The Community Shopper	Pomeroy, Daily Sentinel	
Aurora Advocate	Jefferson Gazette/Geneva/Ashtabula	Portsmouth Daily Times	
Avon Lake, The Press	Kenton Times	Ravenna, Record Courier	
Barnesville Enterprise	Lakeview, Indian Lake Current	Ripley Bee	
Beavercreek, News Current	Lima News	Sidney, Daily News	
Bellefontaine Examiner	Lisbon Central Shopper, Morning Journal	Springfield News Sun	
Bellevue Gazette	Logan Daily News	St. Marys, The Evening Leader	
Bellville Star	London Madison Press	Stow Sentry	
Bowling Green Sentinel Tribune	Loudonville Times	Streetsboro Gateway News	
Bryan Ad-Pak, Times	Loudonville, Mohican Area Shopper	Sugarcreek Bellbrook Times	
Bucyrus Telegraph-Forum	Madison/Mentor/Painesville, The Tribune	Sunbury News	
Cambridge Daily Jeffersonian	Marblehead Peninsula News	Swanton Enterprise	
Cambridge, The Jeffersonian Shopper	Martins Ferry Times Leader, Times Weekly	Tallmadge Express	
Carey Progressor Times	Marysville Journal Tribune	Tiffin Advertiser Tribune	
Chagrin Valley/Solon Times	Mechanicsburg Telegram	Tipp City Weekly Record Herald	
Circleville Herald	Millersburg Holmes Hub Shopper	Today's Pulse of Butler County	
Clyde Enterprise	Morrow County Sentinel	Today's Pulse of Warren County	
Conneaut Courier	Mount Sterling Tribune	Troy Daily News	
Coshocton Tribune	Mount Vernon News, Shopper's Mart	Twinsburg Bulletin	
Crestline Advocate	Mr. Thrifty #1, #2, #3, #5	Upper Sandusky Chief Union	
Cuyahoga Falls News-Press	MyOwn Rural Life, North Central Ohio,	Urbana Daily Citizen	
Dayton Daily News	Northwest, Southwest, West Central Ohio,	Van Wert, Community Connection	
Defiance The Crescent News	Western Ohio	Van Wert Times Bulletin	
Delaware Gazette	Napoleon Northwest Signal	Vandalia, Drummer News	
Delphos Community Connection, Herald	New Lexington Perry County Tribune	Vermillion PhotoJournal	
Eaton, Register Herald	New Philadelphia Times Reporter	Vinton County Courier	
Englewood Independent	Newcomerstown News	Wapakoneta Daily News	
Fairborn Ad-Vantage, Daily Herald	Nordonia Hills News Leader	Washington Court House, Record Herald	
Fostoria Review Times	North Ridgeville Press	Wellington Enterprise	
Fulton County Expositor	Norwalk Market Monday, Reflector	West Liberty, The River Current	
Galion Inquirer and Advisor	Oak Harbor, Ottawa County Exponent	Westlake, WestLife	
Gallipolis, Daily Tribune	Oberlin News Tribune		
Geauga Times Courier	Ottawa Putnam County Sentinel, Weekender		
Georgetown News Democrat			

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At AdOhio, we have 170+ local news web sites that can serve a customer's needs for digital marketing. Each website is connected to the local information sources in all 88 counties of the State of Ohio, the local newspapers.

We can serve all IAB digital ad sizes, provide a video network of sites that can implement 10, 15 and 30 second video, and just about any other type of digital campaign including e-mail database marketing direct to consumer.

Let AdOhio open up the digital world of local news and content providers across the State of Ohio with one telephone call, one point of contact, and one invoice to make digital placements easy, efficient and effective.



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Let AdOhio assist you in making the most effective use of newspapers - in Ohio or throughout the U.S.

AdOhio

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