

Plain Press

The Community Newspaper for Cleveland's West Side Neighborhoods

Plain Press

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Plain Press Rate Sheet

Why should I advertise in the Plain Press?

- **The Plain Press is a well-established member of the community.** Since 1971, residents of Cleveland's Near West Side neighborhoods have recognized the Plain Press as their community newspaper; they know the name and they've seen it in their neighborhood for over thirty years. Area residents look for the paper and pick it up each month.

- **The Plain Press helps build community.** Ask your neighbors – almost everyone knows someone – a friend, neighbor, or family member – whose story or photo has appeared in the Plain Press. The presence of a neighborhood newspaper is an important indicator of a vibrant neighborhood where people are concerned and involved in the community. For a neighborhood newspaper to thrive, neighborhood businesses need to be part of that equation.

- **The Plain Press reaches the community.** We circulate 21,000 papers monthly at over 500 distribution points from the Cuyahoga River to W. 130th Street and from Lake Erie to Denison Avenue. The distribution area includes the Brooklyn Centre, Clark Fulton, Cudell, Detroit-Shoreway, Edgewater, Ohio City, Stockyards, Tremont, Westown and West Boulevard neighborhoods.

- When you advertise in the Plain Press, you are supporting the best neighborhood news coverage in the Greater Cleveland area. The Plain Press is an award-winning member of the Neighborhood Community Press Association of Greater Cleveland (NCPA).

- Advertising in the Plain Press is a community service. The Plain Press is an independent, nonprofit organization. Advertising is the newspaper's major source of income.

DISPLAY ADVERTISING RATES

* Total column inches Cost per column inch

2-9	\$18.50
10-19	\$17.50
20-29	\$16.50
30-39	\$15.50
40-49	\$14.50
50-59	\$13.50
60-69	\$12.50
70-80	\$11.50

MECHANICAL MEASUREMENTS

5 columns x 16 inches (80 column inches per page)

1 column – 1 15/16 inches wide

2 columns – 4 1/16 inches wide

3 columns – 6 3/16 inches wide

4 columns – 8 5/16 inches wide

5 columns – 10 7/16 inches wide

FREQUENCY DISCOUNTS

3 issues – 5% 6 issues – 12% 12 issues – 25%

Non-Profit Rate (for 501c3 & 501c4 organizations): \$14.00 per column inch if ad is smaller than 1/2 page. For larger ads, rates available upon request. Frequency discounts do not apply with a nonprofit rate.

Typesetting and Ad design: The Plain Press offers free typesetting and advertising design for all advertisements for publication in the Plain Press.

Color: 20% additional charge to add color to your ad.

Translation service is available from English to Spanish.

Advertising agencies: Plain Press advertising rates represent the amount due to the Plain Press for placing an advertisement. Please add your commission to the rate shown on this card.

CLASSIFIED RATE: \$10 for 12 words and 30¢ for each additional word.

BUSINESS DIRECTORY: \$18.50 per column inch. Frequency discounts available.

INSERT RATES: \$35.00 per 1,000 copies - minimum 10,000 copies. \$70.00 additional fee to deliver inserts to our printer.

Publication and closing dates: The newspaper is published on the last Tuesday of every month. Space for advertising must be reserved by 5 PM on the third Friday of each month.

CANCELLATIONS

The newspaper does not accept advertisement cancellations after 5 PM on the Friday before the publication date.

DISCLAIMER

Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon contents of the subject matter of such advertisements. This includes suits for libel, plagiarism, copyright infringements and unauthorized use of person's name or photograph.