

# PRINT ADVERTISING OPTIONS

Tried and True... Marketing professionals have depended on print ads for decades. If you're looking for that perfect balance between shelf life and distribution, the OhioGROCER magazine has space for you!

## Advertising Information:

**Target Audience:** restricted. The OhioGROCER magazine's distribution list of 1200 consists of OGA members, Ohio's Legislature and various food industry organizations.

**Shelf Life:** The OhioGROCER magazine is published quarterly.

## Basic Print Rates

Size	OGA Member Prices		Non-OGA Member Prices	
	Single Run	All 4 Issues	Single Run	All 4 Issues
Full Page	\$675	\$2,140	\$810	\$2,568
Half Page	\$450	\$1,420	\$540	\$1,704
Quarter Page	\$325	\$1,020	\$390	\$1,224
2 Page Spread	\$1,350	\$4,600	\$1620	\$5,520

## Additional Charges\*

Position	Inside Front/Back Cover	\$215
	Outside Back Cover	\$375
Bleed	Any Size Ad	\$90
Color	Black & White Copy	no charge
	Full 4-Color Process	\$490

\* All additional charges listed are on a per issue basis.

# ONLINE ADVERTISING OPTIONS

OGA's recently redesigned website, [www.ohiogrocers.org](http://www.ohiogrocers.org), offers three very unique advertising opportunities. Whether you are looking to reach the masses or hone in with select target marketing strategies, OGA's website has been engineered to help you get your message out!

## Advertising Information:

### Weekly Checkout (619 X 155 Exclusive Banner Ad)

**Target Audience:** restricted. OGA's Weekly Checkout is restricted to members.

Run Length	OGA Member Fee	Non-OGA Member Fee
One Week	\$79	\$99
3 Week Run	\$158	\$198
6 Week Run	\$316	\$396

### Online Membership Directory & Buyers Guide Banner

#### (944 X 198 Exclusive Banner Ad)

**Target Audience:** unlimited. Although the online Membership Directory is restricted to members, the Buyers' Guide is available to all site visitors.

Run Length	OGA Member Fee	Non-OGA Member Fee
One Month	\$604	\$725
3 Month Run	\$1,437	\$1725
6 Month Run	\$2,394	\$2873

### Website Banner (697 X 198 Exclusive Banner Ad)

**Target Audience:** unlimited. Banners appear on non-restricted pages.

Run Length	OGA Member Fee	Non-OGA Member Fee
One Month	\$375	\$450
3 Month Run	\$895	\$1074
6 Month Run	\$1,495	\$1,794
12 Month Run	\$2,900	\$3,480

# OGA-TV

## ADVERTISING OPTIONS

**BREAKING NEWS...**  
**OGA TV now serving**  
**members 24/7!**

OGA TV features 5-10 minutes of streaming informational videos which we like to call “webisodes”. Archived on our website, these educational sessions are an easy way to keep up-to-date on issues that affect your bottom line everyday!



Focusing on today’s hottest topics, webisodes are available when you are. So, save the travel money... and the registration fees... and simply log on to [www.ohiogrocers.org](http://www.ohiogrocers.org) and click your way to an unlimited educational resource for **FREE!**

### **Advertising Information:**

**Target Audience:** unlimited. OGA TV is not restricted to members only.

**Shelf Life:** no expiration date. Once a session is recorded, the advertisement stays with that webisode permanently. All webisodes are archived on the OGA website.

#### **Basic Level - OGA Member Fee \$300 (Non-OGA Member Fee \$479)**

Advertising company is mentioned in text format after OGA TV webisode. (example) “Thank you to ABC Company for their financial support!”

#### **Premium Level - OGA Member Fee \$550 (Non-OGA Member Fee \$859)**

Advertising company’s name will be mentioned right before the OGA TV webisode begins. At the same time, the company logo will be shown. They also will have their name(s) mentioned in text form after the segment. (example) “Thank you to ABC Company for their financial support!”

#### **All-Access Level - OGA Member Fee \$1100 (Non-OGA Member Fee \$1679)**

The advertising company will have an animated logo, with voice over, and a thank you in text form after the segment. In addition, they will have their 10-15 second commercial played before OGA TV begins. If they do not have a commercial but wish to make one, Manna Multimedia can provide production service. Manna Multimedia can also assist with broadcast quality graphics for their commercial. The sponsor will own the commercial and all graphics.

# EXPOSURE PACKAGES

Do you need to...

**DIVERSIFY** the media your ad campaign uses?

**REACH** a wider range of customers?

**STRETCH** your advertising budget?

OGA's new Exposure Packages provide the infrastructure for your marketing campaign to succeed! Offering a variety of media platforms, these advertising packages increase your audience exposure and give you the biggest bang for your dollar.

Designed for maximum exposure, Exposure Packages are geared for campaigns that demand multiple audience "hits," ad longevity and varied shelf life. Whether your company is big or small... well established or brand new... everyone's marketing budget and goals are unique. Let OGA help you reach your milestones by taking advantage of this unique opportunity.

## Advertising Information:

**Online Only - \$659\* ... savings of over \$100**

- 1- Weekly Checkout Banner Ad
- 1- Website banner ad (1 month)
- 1- OGA TV Basic Level sponsorship

**Print Only - \$1369\* ... savings of over \$200**

- 1- Full page color ad in one issue of the OhioGROCER magazine
- 1- Half page black & white ad in one issue of OhioGROCER magazine

**Limited Print & Online - \$899\* ... savings of over \$500**

- 1- Weekly Checkout Banner Ad
- 1- Website banner ad (1 month)
- 1- Half page color ad in the OhioGROCER magazine

**The Works - \$1899\* ... savings of over \$350**

- 3- Weekly Checkout Banner Ads
- 1- Website banner ad (1 month)
- 1- OGA TV Premium Level sponsorship
- 1- Full page color ad in the OhioGROCER magazine

**PACKAGE FLEXIBILITY... Timing is everything!**

Remember ... these packages can be spread out over a six month time frame to meet your implementation calendar.

**Don't see a package that meets your needs?**

Give OGA a call at 614.442.5511, and we will create a package that's just right for you!

\* Discounted packaged pricing is only available to OGA members.

# SIGN-UP ADVERTISING CONTRACT

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*Please select your advertising option(s) and complete box for each media type selected.*

Print

### Choose Your Ad Size

Full Page     Half Page     Quarter Page     2 Page Spread

### Choose Which Issue(s) Your Ad Should Run

Winter (February/March)     Summer (August/September)  
 Spring (May/June)     Fall (November/December)

### Additional Add-Ons

Inside Front/Back Cover     Bleed     Full 4-Color  
 Outside Back Cover

Online

### Choose Your Online Advertising Vehicle

Weekly Checkout     Website Banner Ad  
 Online Membership Directory & Buyers' Guide

Choose Your Run Length     1     3     6     12

What dates do you want your ad to run? \_\_\_\_\_

What website should be linked to the ad? \_\_\_\_\_

OGA-TV

### Choose Your OGA-TV Advertising Option

Basic Level     Premium Level     All-Access Level

When do you want your ad to be "televised"? \_\_\_\_\_

Exposure Package

### Choose Your Exposure Package Option\*

Online Only     Print Only     Limited Print & Online  
 The Works

*\* Based on your selection, please complete the information in all the boxes that apply to the exposure package you chose.*

**ONCE FORMS ARE RECEIVED  
YOU WILL BE CONTACTED BY AN  
OGA STAFF MEMBER TO  
CONFIRM DETAILS.**

**Completed forms can be returned by:**

Fax: 614.442.5516

Email: [khardin@ohiogrocers.org](mailto:khardin@ohiogrocers.org)

Mail: OGA; 1335 Dublin Rd., Suite 30A;  
Columbus, Ohio 43215

### **ARTWORK SUBMISSION\***

- Print Artwork should be submitted in a high resolution (300 dpi minimum) pdf file suitable for 4-color separation printing.
  - Online/Digital Artwork should be submitted in a .jpeg format.
- \* **All artwork can be** emailed to [khardin@ohiogrocers.org](mailto:khardin@ohiogrocers.org) or mailed to OGA, 1335 Dublin Road, Suite 30A; Columbus, Ohio 43215