

Ashland/Loudonville & Mohican Area Shopper's Marketplace Ad Form

Complete the ad order form below, or place your ad by phone or email.

Betti Weimer 419-651-6158/ bjeanw7491@gmail.com or David Truax 419-670-3408/ shopper@ohioprogramsolutions.com

A Free Weekly Advertising Paper

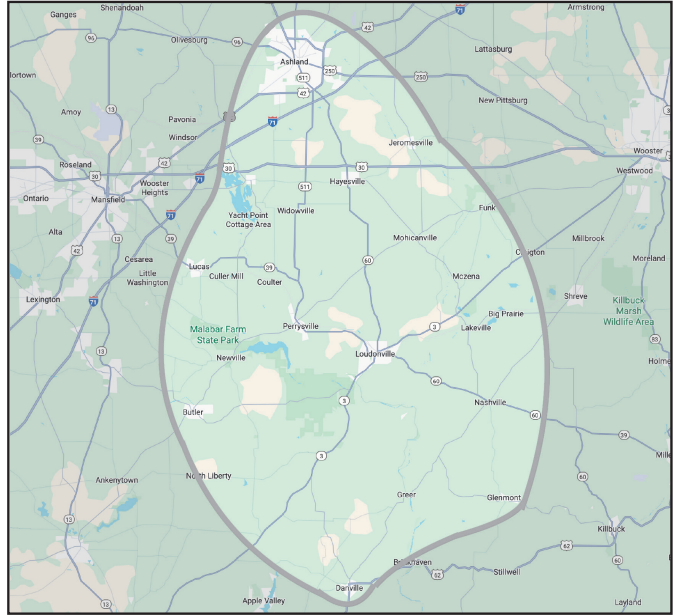
- Local News • Community Calendar
- Obituaries • Classifieds

- OVER 7,400 TOTAL WEEKLY DISTRIBUTION
- Distributed at over 300 Ashland Stores
- Distributed at over 200 Loudonville & Mohican Area Stores
- 5,679 delivered via US Post Office to all addresses in 44842, 44864, 44638, and 44611
- See Coverage Area Map
- Published and distributed Friday & Monday
- Full color throughout
- Printed at Truax Printing in Ashland & Loudonville
- Also available at ohioprogramsolutions.com two days early.
- Local News!
- Local Reporters!
- Local Ad Sales!

Advertising Deadline:

Tuesday, 5 p.m.: For ads requiring creation or significant revision. Wednesday Noon: For simple updates to repeated ads. Please reply to the proofing email by end of day Wednesday with changes or an approval. If we do not receive a reply, we will print the last proof sent.

Shopper's Marketplace Coverage Area



Display Ad Standard Pricing is \$20 per column inch per week.

**To Place Your Ad Call or Email: David Truax 419-670-3408 shopper@ohioprogramsolutions.com
Or Betti Weimer 419-651-6158 bjeanw7491@gmail.com**

Or complete and email or mail this form:

Place my ad sized: _____ columns wide times _____ inches tall times \$20.00 = \$ _____ standard weekly price.

To secure a front page position multiply the standard weekly total price by:

x2 for above the fold, OR x1.5 for below the fold = \$ _____ front page weekly price.

Special Discounted Pricing for large ads: Quarter Page (3col x 8 inches) \$350, or Half Page (6col x 8 inches) \$500, or Full Page \$800.

Run Schedule:

- Run my ad every Monday continuously starting Monday, _____ (mm/dd/yy) _____. (Cancel at any time by noon Wednesday.)
- Run my ad starting Monday _____ (mm/dd/yy) _____ and continuing through and including Monday _____ (mm/dd/yy) _____.
- Run my ad for one week only, Monday _____ (mm/dd/yy) _____.
- Run my ad for the following non-consecutive Mondays _____ (mm/dd/yy) _____ (mm/dd/yy) _____ (mm/dd/yy) _____ (mm/dd/yy) _____.

Email my ad proof to: _____

Please reply by end of day Wednesday with approval or changes.

Updates, design work, and size changes can be made on a week to week basis at no additional charge!

Print ready ads must be submitted in pdf at 300 dpi.

Payment Method: Credit Card (3.4% card processing fee) - Call (419) 670-3408

Check - make payable to **Ohio Program Solutions**
mail to: PO Box 269, Loudonville, Ohio 44842

Bill Me at the End of the Month - by email: _____

or U.S. mail: _____

Company Name: _____

Billing Address: _____

Contact: _____ Signature: _____

Date: _____ Contact Phone Number: _____

If designing your own ads, to ensure print quality:

- Create files at 300dpi and in CMYK
- Use 100% black (C=0, M=0, Y=0, K=100) • Set black to overprint
- Reversed-out (white) text should be a bold, sans serif font, 12 points or larger when reversed out of a single color solid
- Outlined small text not recommended
- Reversed-out (white) text should be a bold, sans serif font, 16 points or larger when reversed out of a multi color solid
- Large solids should be 85% to avoid over saturation.

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