

## 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@ohioprogamsolutions.com

### A Free Weekly Advertising Paper

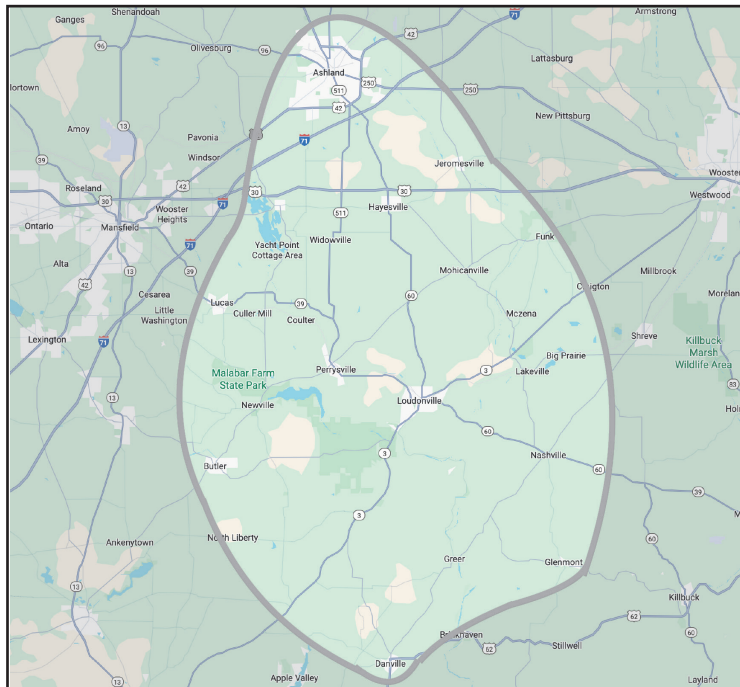
#### • Local News • Community Calendar • Obituaries • Classifieds

- OVER 18,500 TOTAL WEEKLY DISTRIBUTION
- 9,258 delivered via USPS Every Door Direct Mail to Ashland city carrier routes and post office boxes.
- 5,429 delivered via US Post Office to all addresses in 44842, 44864, 44638, and 44611
- 2,500 delivered for distribution to as many as 300 Ashland stores and venues. See Coverage Area Map.
- 1,800 delivered for distribution to over 200 Loudonville & Mohican Area stores and venues. See Coverage Area Map.
- Made available to PO Box holders at the US Post Office
- Published and distributed every Monday
- Full color throughout
- Printed at Truax Printing in Ashland & Loudonville
- Also available at ohioprogramsolutions.com two days early.

#### 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



Complete this form and email to [shopper@ohioprogamsolutions.com](mailto:shopper@ohioprogamsolutions.com) or call Betti Weimer 419-651-6158 or David Truax 419-670-3408

#### Large Ads: Quarter, Half, Full, Double

- ☐ Double Full Page Ads \$1,280    ☐ 1/2 Page Horizontal: 6 columns x 8" tall \$500    ☐ 1/4 Page Horizontal: 6 columns x 3.9375" tall \$350  
☐ Single Full Page Ad \$800    ☐ 1/2 Page Vertical: 3 columns x 16.375" tall \$500    ☐ 1/4 Page Vertical: 3 columns x 8" tall \$350  
☐ Other size larger than 1/2 page but less than full page: \_\_\_\_\_ columns x \_\_\_\_\_ inches x \$10.42 = \_\_\_\_\_  
☐ Other size larger than 1/4 page but less than half page: \_\_\_\_\_ columns x \_\_\_\_\_ inches x \$14.81 = \_\_\_\_\_

#### Medium, Small, Front Page, and Center Spread Ads:

- ☐ Yes, Place my ad sized: \_\_\_\_\_ columns wide times \_\_\_\_\_ inches tall times \$20.00 = \$ \_\_\_\_\_ weekly total price.  
To secure a front page position multiply the regular price by:  
☐ 2 for above the fold OR ☐ 1.5 for below the fold OR ☐ 1.5 for center spread = \$ \_\_\_\_\_ weekly total price.

#### 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) \_\_\_\_\_ (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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