

[Who We Are](#)

[What We Do](#)

[Print Advertising](#)

[Online Advertising](#)

[Ad Networks](#)

[Contact](#)



2015 Media Kit

In Print, Online, In Demand



Who We Are

In print, online, and in demand – Ohio newspapers remain the **primary local news and shopping information source**.* We offer print coverage in all Ohio metropolitan areas including Cleveland, Columbus, Cincinnati, Dayton, and Toledo, as well as offering saturated coverage in most mid-sized to smaller markets such as Lima, Warren, Troy, Hudson, and Sugarcreek. We are contracted to represent all members and their associated websites, working to offer advertisers the most effective media penetration available. We can give you **Ohio** from **A** (Attica) to **Z** (Zanesville) regardless of the requested platform.

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**



Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



What We Do

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, including:

- **ROP Display Advertising**
- **Network Classified and Display Advertising**
- **Targeted Preprint Advertising**
- **Front Page Sticky Notes**
- **Rich Media**
- **Mobile Applications**
- **Pre-Roll Video Capabilities**
- **Commercial Print and Delivery Possibilities**



Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



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
- Dayton Power & Light Co.
- 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 Lottery
- Pro Seniors
- Ross Heart Center
- Rupp Seeds
- Seneca Niagara Casino
- State Auto Insurance
- Steyer Seeds
- Tobacco Free Kids
- 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.

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Print Advertising

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



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
- ✓ Display & Classified Networks
- ✓ Preprints -- Print and Deliver
- ✓ Front Page Sticky Notes
- ✓ Customized newsprint, offset, and gloss coated printing

“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



Online Advertising

AdOhio can direct-serve online display advertising. Our online ad serving system can 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 offer Advanced Audience Targeting with networking opportunities via Facebook, ESPN, CNN, YouTube, Amazon.com, etc.

Digital Services Include:

- ✓ Static, Linked, Flash, and Rich Media
- ✓ Behavioral Targeting
- ✓ Demographic Targeting
- ✓ Contextual Targeting
- ✓ Re-Targeting
- ✓ Micro Targeting
- ✓ Geo Fencing



I like the bar continuation. Do this for all quotes. Use different source for this quote.

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Ad Networks

AdOhio networks are priced to reflect savings up to 85%. We offer:



A 2x2 (2-column by 2-inch) and a 2x4 (2-column by 4-inch) program, **Ohio State-wide 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.

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



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



Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Ohio Statewide Display Advertising Network

Place a 2 x 2 display ad (2-column wide by 2" deep) for only **\$995 net** or place a 2 x 4 display ad (2-column wide by 4" deep) for only **\$1,860 net** in 127 paid daily and weekly newspapers published throughout the state. 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!**



Ad Networks

Who We Are

What We Do

Print Advertising

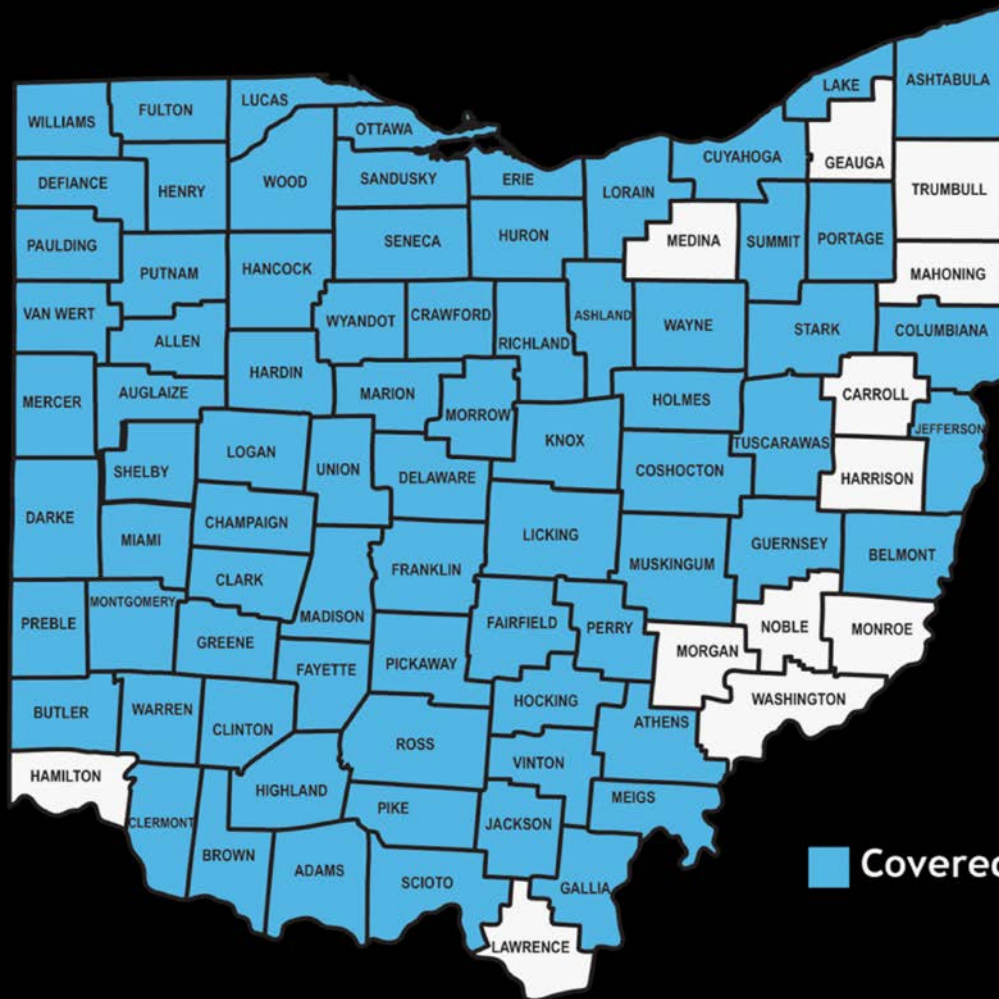
Online Advertising

Ad Networks

Contact



Ohio Statewide County Coverage



Ad Networks

Ohio Statewide Network

Ada, The Ada Herald	Galipolis, 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 Adviser			

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Ad Networks



Ohio Metro Display Advertising Network

Place a 2 x 4 display ad (2-column wide by 4" deep) **for only \$4,000** or place a 3 x 5 display ad (3-column wide by 5" deep) in seven daily metro newspapers **for only \$6,500**. Reach more than 1 million readers easily, effectively, and efficiently.

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Ad Networks

Ohio Metro Newspaper Coverage



Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Ad Networks



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!



Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Ad Networks

Who We Are

What We Do

Print Advertising

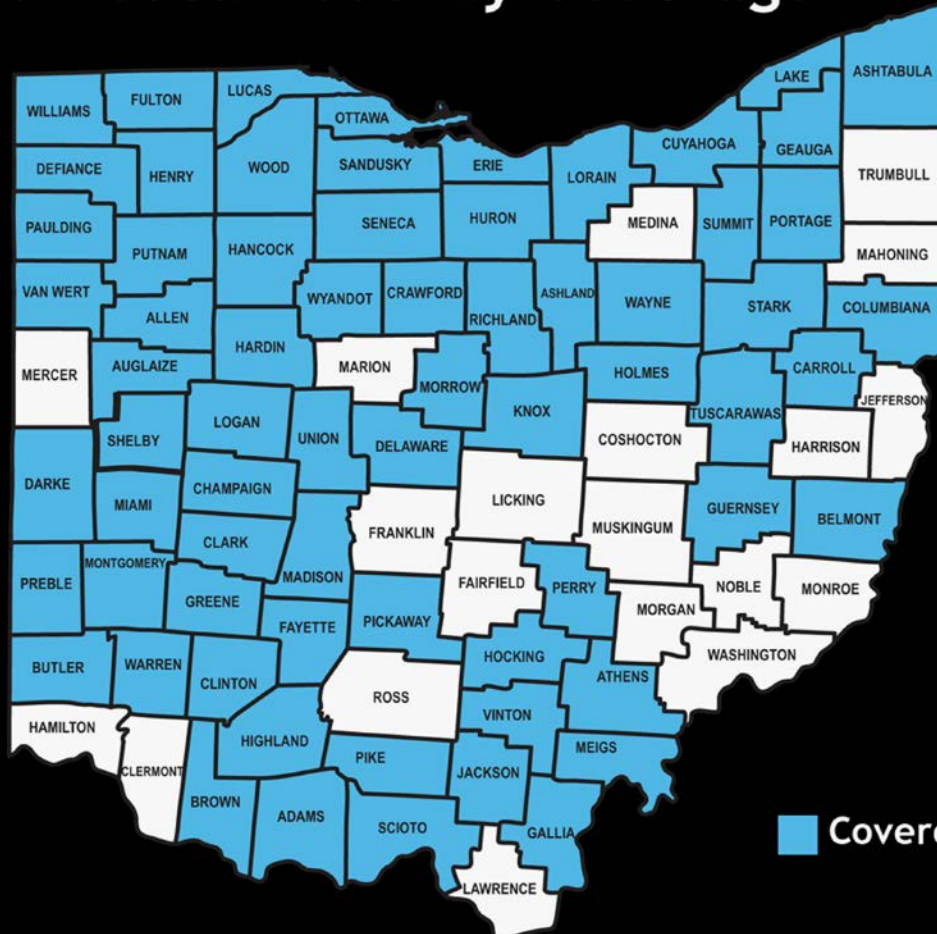
Online Advertising

Ad Networks

Contact



OhioScan County Coverage



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Ad Networks

OhioScan Newspaper Roster

Ada, The Ada Herald
Alliance Review
Amherst, News-Times
Andover & Orwell, The News
Ashland Times Gazette
Athens Messenger
Auglaize Merchandiser
Aurora Advocate
Avon Lake, The Press
Barnesville Enterprise
Beavercreek, News Current
Bellefontaine Examiner
Bellevue Gazette
Belville Star
Bowling Green Sentinel Tribune
Bryan Ad-Pak, Times
Bucyrus Telegraph-Forum
Cambridge Daily Jeffersonian
Cambridge, The Jeffersonian Shopper
Carey Progressor Times
Chagrin Valley/Solon Times
Circleville Herald
Clyde Enterprise
Conneaut Courier
Coshocton Tribune
Crestline Advocate
Cuyahoga Falls News-Press
Dayton Daily News
Defiance The Crescent News
Delaware Gazette
Delphos Community Connection, Herald
Eaton, Register Herald
Englewood Independent
Fairborn Ad-Vantage, Daily Herald
Fostoria Review Times
Fulton County Expositor
Galion Inquirer and Advisor
Gallipolis, Daily Tribune
Geauga Times Courier
Georgetown News Democrat

Greenville, The Daily Advocate
Hamilton/Middleton Journal News
Hillsboro, Times Gazette
Huber Heights Courier
Hudson Hub-Times
Jackson County Times Journal
Jackson, The Community Shopper
Jefferson Gazette/Geneva/Ashtabula
Kenton Times
Lakeview, Indian Lake Current
Lima News
Lisbon Central Shopper, Morning Journal
Logan Daily News
London Madison Press
Loudonville Times
Loudonville, Mohican Area Shopper
Madison/Mentor/Painesville, The Tribune
Marblehead Peninsula News
Martins Ferry Times Leader, Times Weekly
Marysville Journal Tribune
Mechanicsburg Telegram
Millersburg Holmes Hub Shopper
Morrow County Sentinel
Mount Sterling Tribune
Mount Vernon News, Shopper's Mart
Mr. Thrifty #1, #2, #3, #5
MyOwn Rural Life, North Central Ohio,
Northwest, Southwest, West Central Ohio,
Western Ohio
Napoleon Northwest Signal
New Lexington Perry County Tribune
New Philadelphia Times Reporter
Newcomerstown News
Nordonia Hills News Leader
North Ridgeville Press
Norwalk Market Monday, Reflector
Oak Harbor, Ottawa County Exponent
Oberlin News Tribune
Ottawa Putnam County Sentinel, Weekender

Oxford Press
Paulding Progress
Pike County News Watchman,
Shopper
Piqua, Daily Call
Plain City Advocate
Pomeroy, Daily Sentinel
Portsmouth Daily Times
Ravenna, Record Courier
Ripley Bee
Sidney, Daily News
Springfield News Sun
St. Marys, The Evening Leader
Stow Sentry
Streetsboro Gateway News
Sugarcreek Bellbrook Times
Sunbury News
Swanton Enterprise
Tallmadge Express
Tiffin Advertiser Tribune
Tipp City Weekly Record Herald
Today's Pulse of Butler County
Today's Pulse of Warren County
Troy Daily News
Twinsburg Bulletin
Upper Sandusky Chief Union
Urbana Daily Citizen
Van Wert, Community Connection
Van Wert Times Bulletin
Vandalia, Drummer News
Vermilion PhotoJournal
Vinton County Courier
Wapakoneta Daily News
Washington Court House, Record Herald
Wellington Enterprise
West Liberty, The River Current
Westlake, WestLife

West Union, The People's
Defender
Wilmington News Journal
Worthington This Week News
Wooster Daily Record
Xenia Daily Gazette

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



Ad Networks

Ohio Digital Network



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.



Contact

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

Who We Are

What We Do

Print Advertising

Online Advertising

Ad Networks

Contact



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