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Media Kit 2025

The Cleveland Observer

Engage Educate Empower

Est 2020



GENERAL INFORMATION

Circulation

OUR GOAL

distribute
5000+
copies
every month

LOCATIONS

Dave's Markets
Asian Plaza
Landmark Restaurant
Cleveland Public Library
(Main/Eastside)
Rapid Stop

We are in collaboration with
Neighborhood & Community
Media Association of Greater
Cleveland (NCMA)

13 media Outlets
with over 140,000 circulations.
This a group of community media
outlets throughout North East Ohio

E News

TARGET WHO YOU WANT, WHERE YOU WANT.

Target key demographics and communities. The Observer paper and its online component delivers news from a valuable community -focused perspective. Local coverage is unique to each product and generates strong reader loyalty and involvement. As a result, many advertisers typically see same-day responses to their ads. It's a cost-effective, efficient way for you to zero in on affluent customers in the areas that make the most sense for your business.

Your advertisement could be centralized to a specific neighborhood or the entire NCMA circulation.

The Collinwood/Euclid Observer
Tremont
Westpark Daily News
Cleveland Street Chronicles
Profile News Ohio
and many more.

AFFORDABLE AND ACCESSIBLE

You don't need a big budget to create an effective marketing plan for your small business.
And we don't want you to waste money on advertising that won't hit your target.

*****Print Submission Deadline 20th of the Month*****

AD SAMPLE SIZES

**Design your own,
or let us help!**

All Ads are shown in their actual Printing size

Classifieds

2 1/8" x 2"

1/8 Page

Horizontal

4 5/8" x 3 1/2"

1/16 Page

Vertical

2 1/8" x 3 1/2"

1/16 Page Horizontal

4 5/8" x 1 3/4"



AD SAMPLE SIZES

1/8 Page Banner

9 1/2" x 1 3/4"

1/4 Page Horizontal

9 1/2" x 3 1/2"

******Print Submission Deadline 20th of the Month******

AD SIZES & RATES CHART

Advertisement Dimensions	1 - Time Each	3 - Times Each	6 - Times Each	12 - Times Each	2 Years, 26 Issues	Partner Rates
Full Page Back 9 1/2" Wide x 15 1/4" High	\$1,600	\$1,450	\$1,200	\$1,000	\$950	\$900
Full Page 9 1/2" Wide x 15 1/4" High	\$1,300	\$1,150	\$1,020	\$925	\$900	\$800
1/2 Page Horizontal 9 1/2" Wide x 7 1/2" High	\$700	\$625	\$568	\$475	\$460	\$400
1/2 Page Vertical 4 5/8" Wide x 15 1/4" High	\$700	\$625	\$568	\$475	\$460	\$400
1/4 Page Horizontal 9 1/2" Wide x 3 1/2" High	\$400	\$350	\$300	\$270	\$260	\$240
1/4 Page Vertical 4 5/8" Wide x 7 1/2" High	\$400	\$350	\$300	\$270	\$260	\$240
1/8 Page BANNER 9 1/2" Wide x 1 3/4" High	\$275	\$180	\$222	\$212	\$250	\$120
1/8 Page Horizontal 4 5/8" Wide x 3 1/2" High	\$250	\$222	\$210	\$186	\$150	\$120
1/16 Page Horizontal 4 5/8" Wide x 1 3/4" High	\$135	\$126	\$116	\$99	\$85	\$60
1/16 page Vertical 2 1/8" Wide x 3 1/2" High	\$135	\$126	\$116	\$99	\$85	\$60
Classifieds 2 1/8" Wide x 2" High	\$40	\$35	\$35	\$35	\$33	\$30
*Machine Insertion (10.5 x 16)	\$130	\$115	\$99	\$89	\$85	\$79
*Hand Insertion	\$189	\$179	\$169	\$164	\$161	\$159

TERMS & POLICIES



Payment Terms

Payments can be made with cash, check or credit card. For our frequent advertisers, we can set up a credit card charge on a monthly or quarterly recurrence. Advertisements must be paid for prior to publication deadline unless credit has been previously established. With Auto Deduct you can pay your monthly Cleveland Observer bill without writing a check, buying a stamp, or missing a due date. Simply complete the Authorization Form. After approval, we will charge your payments directly to a major credit card account. You will continue to receive a monthly statement from The Cleveland Observer and your total charges will appear on your credit card statement. There is no charge for this service. Auto Deduct will take place after the printing of each month's issue.

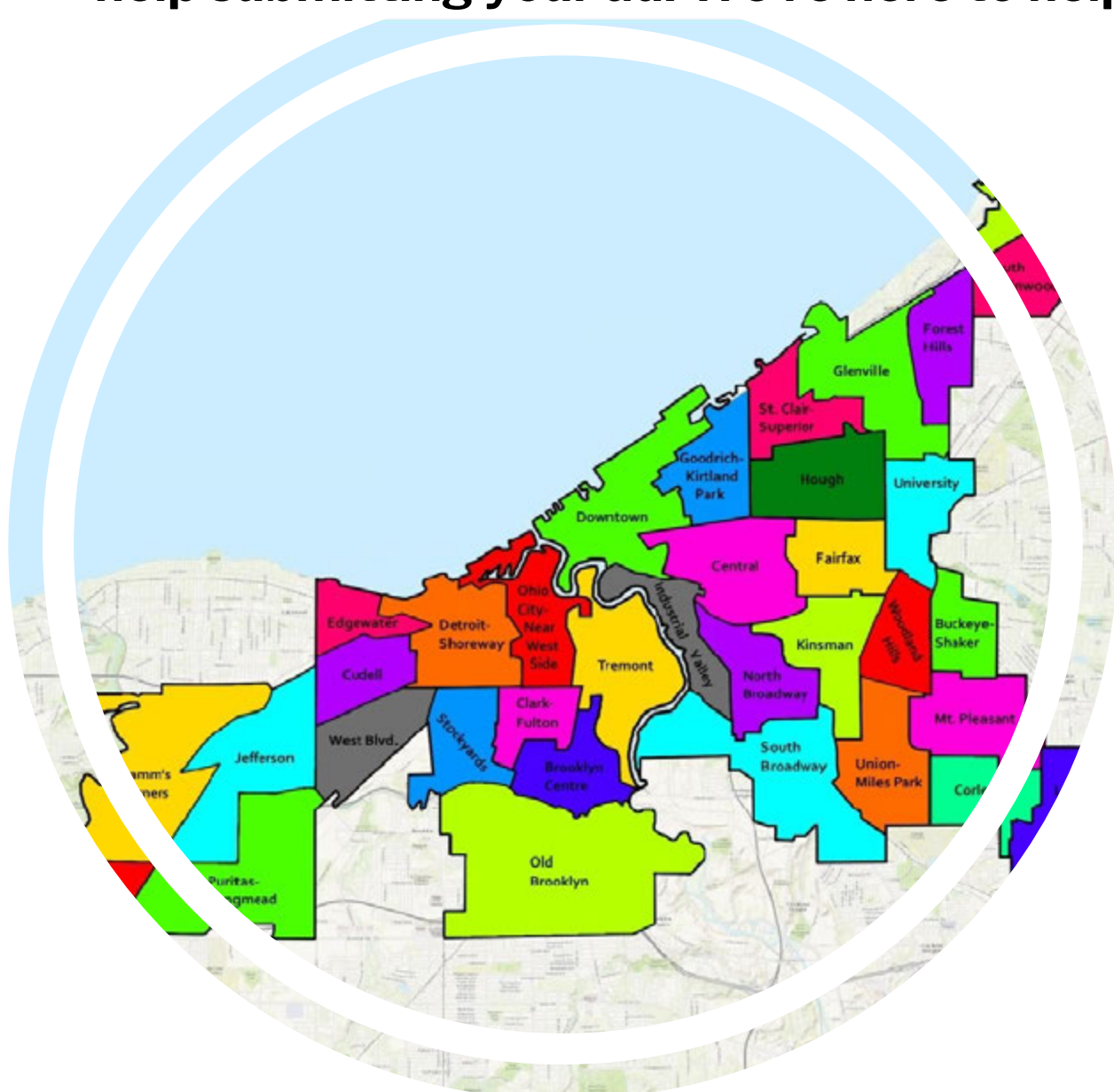
Submission

Ads can be submitted directly to the Cleveland Observer newspaper's website by logging in to the Member Center and selecting 'submit an ad' from the options on the left side of the webpage. We prefer .pdf format but can accept other file types as well. Feel free to call or email us if you have any questions, or need help submitting your ad. We're here to help.



Advertising Acceptability Guidelines

The Cleveland Observer newspapers reserve the right to decline any misleading advertising that makes unfair competitive claims, is inaccurate or fraudulent, or that fails to comply with its standards of decency and dignity



2025 WEBSITE ADVERTISING RATES

ROTATION ON WEBSITE HOMEPAGE

Front Page (Large container on front page)

1. Short-Term Rotation (1 Week)
Price: \$500 - Description: Ideal for promotions or events with a short timeline. Offers maximum exposure during peak site traffic.
2. Medium-Term Rotation (2 Weeks)
Price: \$750 - Description: Best for sustained awareness campaigns. It allows the ad to capture users over a longer period, increasing visibility and engagement.
3. Long-Term Rotation (1 Month)
Price: \$1,000 - Perfect for businesses or services looking for consistent exposure. This provides the highest value per day and maximizes impressions.

ROTATION ON PAGE/POST LINKS

Page Links (Education, Health, Entertainment, Wealth, Trending, Local, Faith, Development,,,,)

1. Short-Term Rotation (1 Week)
Price: \$300 - Description: Ideal for promotions or events with a short timeline. Offers maximum exposure during selected page/post traffic.
2. Medium-Term Rotation (2 Weeks)
Price: \$500 - Description: Best for sustained awareness campaigns. It allows the ad to capture users over a longer period, increasing visibility and engagement.
3. Long-Term Rotation (1 Month)
Price: \$750 - Perfect for businesses or services looking for consistent exposure. This provides the highest value per day and maximizes impressions.

WEEKLY NEWSLETTER ROTATION ON

Price: \$300 per week

Acceptable formats include jpeg, gif, and Flash (please include a URL for each ad to land on)

