



Middlefield Post

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Neighborly News From Around The Corner
Serving Middlefield, Parkman, and Huntsburg

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Advertising Rates 2012

AD SIZE	VERTICAL DIMENSIONS	HORIZONTAL DIMENSIONS	OPEN RATE	6x	12x+
1/32 pg	2 ³ / ₈ "w x 1 ³ / ₄ " h	_____	\$45.00	\$35.00	\$25.00
1/16 pg	2 ³ / ₈ "w x 3" h	5"w x 1 ³ / ₄ "h	\$55.00	\$45.00	\$35.00
1/8 pg	2 ³ / ₈ "w x 6 ¹ / ₂ " h	5"w x 3"h	\$75.00	\$65.00	\$55.00
1/6 pg	5"w x 4 ¹ / ₄ "h	_____	\$95.00	\$85.00	\$75.00
1/4 pg	5"w x 6 ¹ / ₂ " h	7 ⁵ / ₈ "w x 4 ¹ / ₄ "h	\$155.00	\$125.00	\$95.00
1/3 pg	5"w x 8 ¹ / ₂ " h	10 ¹ / ₄ "w x 4 ¹ / ₄ "h	\$195.00	\$165.00	\$135.00
1/2 pg	5"w x 13 ¹ / ₄ h	10 ¹ / ₄ "w x 6 ¹ / ₂ "h	\$275.00	\$245.00	\$215.00
1/2 island	7 ⁵ / ₈ "w x 8 ¹ / ₄ h	_____			
Full pg	10 ¹ / ₄ "w x 13 ¹ / ₄ h	_____	\$375.00	\$345.00	\$315.00

Ads \$25.00 and under must be prepaid  accepted (\$1.00 service fee will be added to each credit card transaction that is declined)

Issue Dates

PUBLICATION DATE	AD DEADLINE	EDITORIAL DEADLINE	ISSUE SPECIAL FEATURE(S)
Jan 25	Jan 13	Jan 9	Bridal / Valentine
Feb 15	Feb 3	Jan 30	Health / Start of Maple Season / Contest
Mar 7	Feb 24	Feb 20	Maple / Camp / Lent / St. Patty's / Contest
Mar 28	Mar 16	Mar 12	Spring Home & Garden I / Easter
Apr 18	Apr 6	Apr 2	Dining Guide / Spring Home & Garden II
May 9	Apr 27	Apr 23	Spring Home & Garden III / Mother's Day
May 30	May 18	May 14	Summer Fun / Father's Day
Jun 20	Jun 8	Jun 4	Health / 4th of July / Contest
Jul 11	Jun 29	Jun 25	Humor / Contest
Aug 1	Jul 20	Jul 16	Our 7th Anniversary / Pets / Contest
Aug 22	Aug 6	Aug 6	Geauga County Fair / Back to School
Sep 12	Aug 29	Aug 27	Geauga County Fair II / Fall Home I
Oct 3	Sep 21	Sep 17	Health / Fall Home II
Oct 24	Oct 12	Oct 8	Fall Home III / Halloween / Veteran's Day
Nov 14	Nov 2	Oct 29	Holiday I — Thanksgiving / Contest
Dec 5	Nov 21	Nov 19	Holiday II — Christmas / Contest

Additional Information

Additional

- **CIRCULATION:**8,000 copies printed every three (3) weeks
Mailed ...to every home, business and Post Office Box in Middlefield-44062; Parkman-44080; and Huntsburg-44046
Bulk Drops ...at local businesses in surrounding communities
- **COLOR:**\$75.00 – based on availability
- **BACK PAGE:**\$450.00 includes color
- **CENTER SPREAD:** :\$750.00 includes color
- **INSERTS:**\$50.00 per thousand - up to 60# single sheet
8.5" x 11", call for cost on other sizes/weights
Print quotes available upon request
- **CLASSIFIEDS:**
Boxed display ...\$8.00 per inch (1" high x 1.5" wide)
Liner ratefirst 20 words \$8.00; 25¢ each add'l word
- **BUSINESS CARD ADS:**
6x's \$125.00 - prepaid or \$35.00 per issue
- **POLITICAL ADS:** ..open rate, prepaid
- **NON-PROFIT ADS:** 12x rate

revised 01/11/12