

The **Observer** Media Project

Making Communities Whole & Sustainable Again



The voice of your community!

There is no stronger bond in a community than the one between those who work together and help each other. Now you can partner with neighbors, residents and businesses to become part of that enriching experience.

14900 Detroit Avenue, Suite 205, Lakewood, Ohio 44107 • voice 216.712.7070 • email: production@lakewoodobserver.com

The Observer Media Project

Created in Lakewood, Ohio, in the spring of 2004 as a way to reach out and engage as many residents, local businesses and groups as possible, while allowing a community to understand itself better than any community ever had before.

The only way it could be done was with a hybrid – in print and online – that brought out and capitalized on the best of both worlds. Online for speed, access, flowing real-time discussions; and in a free printed newspaper to reach everyone, and give back to the community a physical, real presence documenting their lives, words, actions and good deeds.

Since that day, over 6,735 people in a city of 52,000 residents have taken an active part in the Lakewood Observer, writing articles, illustrating, editing, advertising, and even delivering papers. Not just “joining,” not just “liking,” not just posting, but taking an active part in offering a physical paper to their community in of respect and empowerment.

That is why we are different.

In a perfect world, you'd advertise in a media source that was a vital community asset; that provided a relevant audience whose readers are so engaged that they actually create the product. Now you can.

Observer Media projects are:

- **Highly Hyper-local:** Each occupies a small footprint to ensure the closest connection to its community.
- **Written by readers:** The people who care most about their hometown make it better by contributing to the Observer to inform their neighbors and lead civil discussion about local issues that matter.
- **Authentic:** There are no outside editorial writers, pundits or opinionators setting agendas; no off-site business managers or executives pulling strings and taking profits. Each project succeeds by becoming an integral part of the community fabric.
- **Community assets:** Each Observer is a true reflection of its community and a meaningful asset in the community's evolution and growth.

How advertisers benefit:

Active Engagement: At a time of cutbacks in coverage by traditional media, readers are becoming indifferent to news outlets for mass audiences. Observer projects exist because of this. Our readers are our reporters, writers, photographers and editors covering issues that matter to them every day. As an audience, they are a passionate, positive, connected, active and engaged. They pay attention and they respond.

Relevance: Every word in the Observer is about something happening close to home. It's about neighbors and friends, schools, churches, government and other institutions at a level so local, every reader is your target audience.

Saturation: Each Observer provides high visibility and penetration in its distribution area.

Value: With a unique business model, and operating at a small scale that still favors print, Observer advertising rates are highly competitive.

Goodwill: By advertising, you are doing more than making a sales pitch. You are investing in the economic vitality and self-determination of the community.

Easy to do business with: While each Observer operates independently, we work cooperatively to offer institutional advertisers a single point of contact, favorable group-purchase incentives, and centralized invoicing/billing.

Most of what we do breaks with long-held traditions in the media business. We cover our communities like nobody else. We achieve enthusiastic participation from our audience. We build win-win relationships with our advertisers. While many printed media projects have suffered or even disappeared, ours grabs hold of the community and flourishes. Please consider joining us.

The Observer

Media Project

A Leader In Community Owned Civic Journalism

THE FAMILY TREE

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Lakewood Observer, Since 2004
Distribution - 10,000 every other week.
Serving (population)
Lakewood (52,000)



Heights Observer, Since 2007
Distribution - 9,600 once a month.
Serving (population)
Cleveland Heights (42,000)
University Heights (12,000)



Collinwood Observer, Since 2009
Distribution - 5,000 once a month.
Serving (population)
Cleveland's Collinwood Neighborhood (20,000)



Westlake/Bay Observer, Since 2009
Distribution - 10,000 every other week.
Serving (population)
Westlake (32,000)
Bay Village (15,000)



Parma Observer, Since 2009
Distribution - 8,000 once a month.
Serving (population)
Parma (80,000)
Parma Heights (20,000)
Seven Hills (11,000)



Euclid Observer, Since 2010
Distribution - 7,500 once a month.
Serving (population)
Euclid (25,000)



Rockport Observer, Since 2013
Distribution - 8,000 monthly
Serving (population)
Rocky River (20,000)
Fairview Park (16,000)



Brookpark Observer, June 2016
Distribution - 8,000 once a month, mailed to all homes.
Serving (population)
Brookpark (19,000)
Berea (19,000)
Middleberg Hts. (165,000)



Ohio City | Tremont Observer, April, 2016
Distribution - 10,000 monthly
Serving (population)
Ohio City (10,000)
Terment (? ,000)
Tourism (20,000+)

By the Numbers

106,100 Papers per month (9 editions)

Over 1,000,000 Papers A Year

100% of the Editorial Content

is community written. Words, pictures, design) is created by the residents, friends, neighbors and community leaders working together to make this their hometown paper. Join with us in partnering with your future customers, our volunteers and residents, in helping to amplify the unique qualities of each community we serve.

Coming in 3 Qrtr 2016

Downtown Observer

Distribution - 10,000 once a month

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NUMBER OF INSERTIONS..... (Price per publication)	1 X	3x Each	6 X Each	12 X Each	18 X Each	24 X Partner Each
FULL PAGE 9 1/2" W x 15 1/4" H	\$1920	\$1728	\$1536	\$1344	\$1152	\$960
HALF PAGE VERTICAL 4 5/8" W x 15 1/4" H	\$960	\$864	\$768	\$672	\$576	\$480
HALF PAGE HORIZONTAL 9 1/2" W x 7 1/2" H	\$960	\$864	\$768	\$672	\$576	\$480
QUARTER PAGE VERTICAL 4 5/8" W x 7 1/2" H	\$480	\$432	\$384	\$336	\$288	\$240
QUARTER PAGE BANNER 9 1/2" W x 3 1/2" H	\$480	\$432	\$384	\$336	\$288	\$240
EIGHTH PAGE HORIZONTAL 4 5/8" W x 3 1/2" H	\$240	\$216	\$192	\$168	\$144	\$120
EIGHTH PAGE BANNER 9 1/2" W x 1 3/4" H	\$240	\$216	\$192	\$168	\$144	\$120
SIXTEENTH PAGE VERTICAL 2 1/4" W x 3 1/2" H	\$120	\$108	\$96	\$84	\$72	\$60
SIXTEENTH PAGE HORIZONTAL 4 5/8" W x 1 3/4" H	\$120	\$108	\$96	\$84	\$72	\$60



Special placement - add 10%
Loose ad Insertions Per 1,000

- **Machine Insertion** (10.5" x 8" max.) - **\$80**
- **Hand Insertion** (CDs, Booklets, etc.) - **\$160**

These insertion rates do not include the cost of designing or printing.

Print Ad Specifications
4-Color process, CMYK.

Embed or convert all text to outline.

Save PDFs as 'Press Quality' at 300 DPI.

Email camera-ready artwork to:
 production@lakewoodobserver.com.