

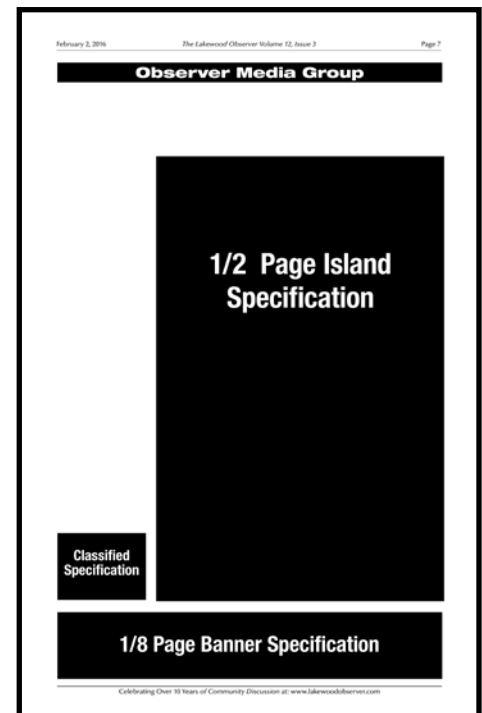
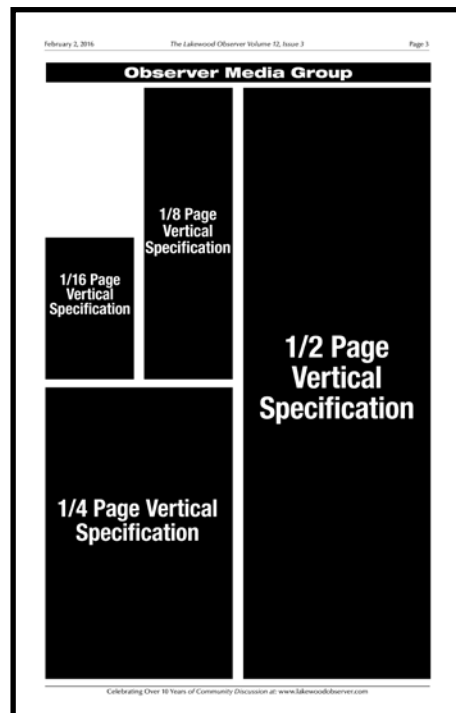
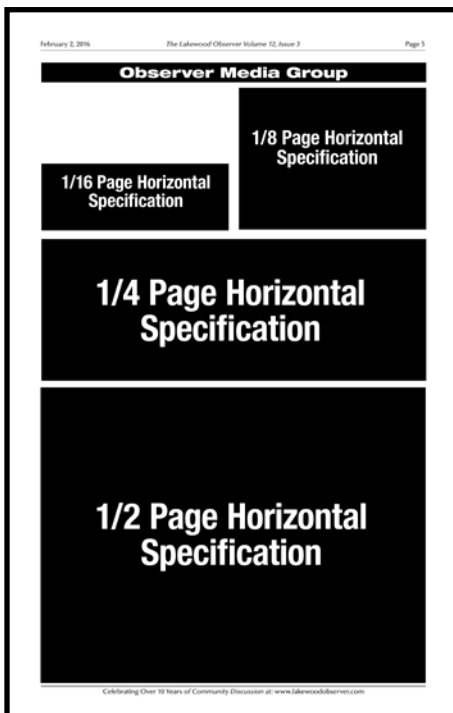
THE LAKEWOOD OBSERVER

THE RATE SHEET 2018 - 2019

ADVERTISEMENT RATES, FORMATS & SIZES	1-TIME EACH PLACEMENT	3 - TIMES EACH PLACEMENT	6- TIMES EACH PLACEMENT	12 - TIMES EACH PLACEMENT	18 - TIMES EACH PLACEMENT	PARTNER EVERY ISSUE (24)
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PRICES ARE PER INSERTION – PRICE DOES NOT INCLUDE AD DESIGN

FULL PAGE	\$1920	\$1728	\$1536	\$1344	\$1152	\$960
<i>Full Page Specifications: 15.25" high x 9.5" wide</i>						
1/2 PAGE	\$960	\$864	\$768	\$672	\$576	\$480
<i>1/2 Page Vertical Specifications: 15.25" high x 4.6" wide</i>						
<i>1/2 Page Horizontal Specifications: 7.5" high x 9.5" wide</i>						
<i>1/2 Page Island Specifications: 9.43" high x 7.1" wide</i>						
1/4 PAGE	\$480	\$432	\$384	\$336	\$288	\$240
<i>1/4 Page Vertical Specifications: 7.5" high x 4.625" wide</i>						
<i>1/4 Page Horizontal/Banner Specifications: 3.6" high x 9.5" wide</i>						
1/8 PAGE	\$240	\$216	\$192	\$168	\$144	\$120
<i>1/8 Page Vertical Specifications: 7.7" high x 2.1875" wide</i>						
<i>1/8 Page Horizontal Specifications: 3.6175" high x 4.625" wide</i>						
<i>1/8 Banner Specifications: 1.6788" high x 9.5" wide</i>						
1/16 PAGE	\$120	\$108	\$96	\$84	\$72	\$60
<i>1/16 Page Vertical Specifications: 3.6175" high x 2.1875" wide</i>						
<i>1/16 Page Horizontal Specifications: 1.6788" high x 4.625" wide</i>						
CLASSIFIED	\$65	\$60	\$57	\$53	\$50	\$40
<i>Classified Specifications: 1.6788" high x 2.1875" wide</i>						
<i>No art, no special placement</i>						



THE LAKEWOOD OBSERVER

2018 PUBLICATION SCHEDULE

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

Issue No.	Publication Date	Ad Reservation Deadline Due	Artwork Due Due
14.1	Wednesday, Jan. 10	Thursday, Jan. 4	Friday, Jan. 5
14.2	Wednesday, Jan. 24	Thursday, Jan. 18	Friday, Jan. 19
14.3	Wednesday, Feb. 7	Thursday, Feb. 1	Friday, Feb. 2
14.4	Wednesday, Feb. 21	Thursday, Feb. 15	Friday, Feb. 16
14.5	Wednesday, March 7	Thursday, March 1	Friday, March 2
14.6	Wednesday, March 21	Thursday, March 15	Friday, March 16
14.7	Wednesday, April 4	Thursday, March 29	Friday, March 30
14.8	Wednesday, April 18	Thursday, April 12	Friday, April 13
14.9	Wednesday May 2	Thursday, April 26	Friday, April 27
14.10	Wednesday, May 16	Thursday, May 10	Friday, May 11
14.11	Wednesday, June 6	Thursday, May 31	Friday, June 1
14.12	Wednesday, June 20	Thursday, June 14	Friday, June 15
14.13	*Tuesday, July 3	Thursday, June 28	Friday, June 29
14.14	Wednesday, July 18	Thursday, July 12	Friday, July 13
14.15	*Wednesday, Aug. 8	Thursday, Aug. 2	Friday, Aug. 3
14.16	*Wednesday, Aug. 22	Thursday, Aug. 16	Friday, Aug. 17
14.17	Wednesday, Sept. 5	Thursday, Aug. 30	Friday, Aug. 31
14.18	Wednesday, Sept. 19	Thursday, Sept. 13	Friday, Sept. 14
14.19	Wednesday, Oct. 3	Thursday, Sept. 27	Friday, Sept. 28
14.20	Wednesday, Oct. 17	Thursday, Oct. 11	Friday, Oct. 12
14.21	Wednesday, Nov. 7	Thursday, Nov. 1	Friday, Nov. 2
14.22	Wednesday, Nov. 21	Thursday, Nov. 15	Friday, Nov. 16
14.23	Wednesday, Dec. 5	Thursday, Nov. 29	Friday, Nov. 30
14.24	Wednesday, Dec. 19	Thursday, Dec. 13	Friday, Dec. 14

*Issues are published and distributed the first and third Wednesdays of each month unless denoted.

All submissions

Issues are published and distributed the first and third Wednesdays of each month.

All submissions are done on-line.

Ad submissions are sent to: production@lakewoodobserver.com

Production questions? 216-712-7070 • email: production@lakewoodobserver.com