

Free - Take One!
Please Patronize Our Advertisers!



"As we let our own light shine, we unconsciously give other people permission to do the same." - Nelson Mandela

THE LAKEWOOD OBSERVER

Founding Member Of The Observer Media Family Of Community Written And Owned Newspapers & Websites

Isn't It Time You Got Involved?

Since the Lakewood Observer started in 2004, we have dedicated ourselves and this project to helping all Lakewoodites: businesses, schools, churches, the library, cultural organizations, clubs, City Hall and individual citizens, taking an active roll in helping over 7,326 residents (your customers) share their information, concerns and dreams with their community. This happens twice a month as residents write and send in their photos in a show of respect and love for the city we all care about, Lakewood, Ohio.

By The Numbers

Registered Members: (17,000+)

Website, Deck (Lakewood Observers
24-hour-a day online message board),
Facebook, Twitter, Instagram

Editions Published: 325+

Papers Printed Each Issue: 11,000+

Stories Shared: Print: 26,000+ Deck: 145,000+

Photos Archived: 30,000+

Oldest Contributor: 97 years old

Youngest Contributor: 3 years old

Awards

Lakewood City Hall: 3 resolutions for honest reporting and helping the community.

Ohio School Board Association: 3 citations for honesty in reporting.

Lakewood Chamber of Commerce:
Business of the Year.

Senator Sherrod Brown: Thinkers of the Year.

Other Fun Stuff

Scene Magazine: 7 stories about LO, 1 feature.

ESPN Radio: Many mentions.

New York Times: 3 photos reprinted.

National Enquirer: Full page reprint of LO story.

Spin-Offs: 13 other communities have

come to the Lakewood Observer to help them start similar projects.



The Lakewood Observer

& 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 creating a physical paper out of respect for, and to empower, their own community.

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.

Testimonials



Over the last 14 years, the Lakewood Observer has built solid professional relationships with all media in the county.

SERVICE INDUSTRY

"I have run my ads seasonally since the Observer started. They pay for themselves, year after year, after year."

TERRY STILES, OWNER, TREE & LANDSCAPING SERVICES

LIBRARY/SCHOOLS

"The Lakewood Observer is a critical partner in the Lakewood Public Library's continuing success, and the Library's prestigious five-star designation from Library Journal is due in large part to the Lakewood Observer's support and dependable news reporting. Our patrons look to the Lakewood Observer as the timely and most trusted source of information about what is happening in the City of Lakewood and at the Library."

JAMES CRAWFORD, DIRECTOR, LAKEWOOD PUBLIC LIBRARY

THE CITY OF LAKEWOOD

"The Lakewood Observer project, both in its print and online forms, has been as asset for Lakewood. It has provided a forum for community information sharing, an online gathering place for the citizenry, and untold tools for community involvement. The Observer is always part of any discussion on engaging the community for any event or issue."

NATE KELLEY, PLANNING DIRECTOR, CITY OF LAKEWOOD, ED FITZGERALD ADMINISTRATION

FOOD/ENTERTAINMENT

"It is hard to imagine where Lakewood would be today, without our citizen run newspaper. Everyone should support it and take part."

JULIE HUTCHISON, OWNER, THE ROOT CAFE



Who reads the Observer? This story was picked up in New York, where the National Enquirer asked to rerun it. Our decade long partnership with Google, Yahoo, Facebook, NY Times, makes sure the world can.



NON-PROFITS HELPING LAKEWOODITES

"The Lakewood Observer is a valuable community asset and LakewoodAlive is proud to call the paper a collaborative partner. The Lakewood Observer has provided LakewoodAlive with the ability to share information, special events, and community projects as part of a comprehensive communication strategy. While electronic media dominates the headlines, we strongly believe that a well-published hardcopy paper is vital to a vibrant community. The Lakewood Observer provides this community with that important resource."

IAN ANDREWS, EXECUTIVE DIRECTOR, LAKEWOODALIVE

Many publications have done stories about the Historic Lakewood Observer and Observer Media Project. This one was from the Free-Times on how the Lakewood Observer uncovered a monster preying on the community's children. Today he is serving 13 life sentences.

THE LAKEWOOD OBSERVER

THE RATE SHEET 2021 - 2022

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
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Full Page Specifications: 15.25" high x 9.5" wide

1/2 PAGE	\$960	\$864	\$768	\$672	\$576	\$480
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1/2 Page Vertical Specifications: 15.25" high x 4.6" wide

1/2 Page Horizontal Specifications: 7.5" high x 9.5" wide

1/2 Page Island Specifications: 9.43" high x 7.1" wide

1/4 PAGE	\$480	\$432	\$384	\$336	\$288	\$240
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1/4 Page Vertical Specifications: 7.5" high x 4.625" wide

1/4 Page Horizontal/Banner Specifications: 3.6" high x 9.5" wide

1/8 PAGE	\$240	\$216	\$192	\$168	\$144	\$120
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1/8 Page Vertical Specifications: 7.7" high x 2.1875" wide

1/8 Page Horizontal Specifications: 3.6175" high x 4.625" wide

1/8 Banner Specifications: 1.6788" high x 9.5" wide

1/16 PAGE	\$120	\$108	\$96	\$84	\$72	\$60
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1/16 Page Vertical Specifications: 3.6175" high x 2.1875" wide

1/16 Page Horizontal Specifications: 1.6788" high x 4.625" wide

CLASSIFIED	\$65	\$60	\$57	\$53	\$50	\$40
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Classified Specifications: 1.6788" high x 2.1875" wide

No art, no special placement

February 3, 2016 The Lakewood Observer Volume 12, Issue 3 Page 1

Observer Media Group

1/16 Page Horizontal Specification

1/8 Page Horizontal Specification

1/4 Page Horizontal Specification

1/2 Page Horizontal Specification

Celebrating Over 10 Years of Community Discussion at: www.lakewoodobserver.com

February 3, 2016 The Lakewood Observer Volume 12, Issue 3 Page 3

Observer Media Group

1/16 Page Vertical Specification

1/8 Page Vertical Specification

1/4 Page Vertical Specification

1/2 Page Vertical Specification

Celebrating Over 10 Years of Community Discussion at: www.lakewoodobserver.com

February 3, 2016 The Lakewood Observer Volume 12, Issue 3 Page 7

Observer Media Group

1/2 Page Island Specification

Classified Specification

1/8 Page Banner Specification

Celebrating Over 10 Years of Community Discussion at: www.lakewoodobserver.com

THE LAKEWOOD OBSERVER

2021 PUBLICATION SCHEDULE

PO BOX 770203, Lakewood, Ohio 44107 • voice 216.339.2531 • email: production@lakewoodobserver.com

Issue No.	Publication Date	Artwork Due Deadline	Information Event, Etc.
17_01	January 6, 2021	January 1, 2021	
17_02	January 20, 2021	January 15, 2021	
17_03	February 3, 2021	January 29, 2021	Valentines Day
17_04	February 17, 2021	February 12, 2021	
17_05	March 3, 2021	February 26, 2021	St. Patrick's Day
17_06	March 17, 2021	March 12, 2021	Spring/Easter
17_07	April 7, 2021	April 2, 2021	
17_08	April 21, 2021	April 16, 2021	Spring Break
17_09	May 5, 2021	April 30, 2021	Mother's Day
17_10	May 19, 2021	May 14, 2021	Memorial Day
17_11	June 2, 2021	May 28, 2021	
17_12	June 16, 2021	June 11, 2021	Father's Day
17_13	July 7, 2021	July 2, 2021	4th of July-16th Anniversary LO
17_14	July 21, 2021	July 16, 2021	Summer Break
17_15	August 4, 2021	July 30, 2021	
17_16	August 18, 2021	August 16, 2021	
17_17	September 1, 2021	August 27, 2021	Labor Day
17_18	September 15, 2021	September 10, 2021	Autumn
17_19	October 6, 2021	October 1, 2021	
17_20	October 20, 2021	October 15, 2021	Halloween
17_21	November 3, 2021	October 29, 2021	Election / Veteran's Day
17_22	November 17, 2021	November 12, 2021	Thanksgiving
17_23	December 1, 2021	November 26, 2021	
17_24	December 15, 2021	December 10, 2021	Holiday Sales

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? 216-407.6818 or 216.339.2531 • email: production@lakewoodobserver.com

Sizes and Prices on Other Side