

A scenic view of the Columbus skyline across a body of water, with a person kayaking in the foreground. The skyline features several prominent skyscrapers, including the Leaning Tower of Columbus on the left. The water is calm, reflecting the buildings and the clear blue sky. A person in a blue shirt and hat is kayaking on the water in the lower right foreground.

MONTHLY columbus

2020 Media Kit

**Best City Magazine in the Country
for Circulation Size, 2018**
City and Regional Magazine Association

The Magazine



Columbus Monthly is a **relevant, influential** resource for Central Ohio's most engaged readers. Each month the magazine presents an **informative** and **entertaining** digest of the most **compelling** topics, people, events and ideas in the city, from news, sports and politics to style, dining and culture. This is the magazine that's as **smart** as the city you call home.

[BY THE NUMBERS]



Columbus Monthly reaches more than **70,850** readers¹



More than 34,500 readers' households earn **\$100,000+** a year¹



Columbus is Ohio's **largest city** and the country's 14th largest³



Readers spend more than **\$7.5 million** each year on cosmetics and skin care and more than **\$44 million** on clothing¹



91% of readers dined out in the last month, and **33%** spend more than **\$250** on dining out per month.²

Sources: 1. Nielsen Scarborough Research Columbus OH 2018 R2. DMA. Average Issue; 2. Circulation Verification Council (CVC) Subscriber/Reader Profile Survey; 3. U.S. Census

Awards



From state and national journalism organizations, *Columbus Monthly* took home a total of **18 awards in 2019 for excellence in journalism, design and photography.**

The biggest award of the year went to *Columbus Monthly's* newest annual publication, ***Columbus Monthly Health***, which took **first-place honors in the national City and Regional Magazine Association's Ancillary: General Interest** category for its inaugural issue.

Columbus Monthly was among the **top five magazines for CRMA's General Excellence award in 2019**. This was the third year in a row that *Columbus Monthly* was a finalist in that prestigious spot for its circulation size, winning first-place honors as Best City Magazine in the country in 2018 based on mission, editorial content, reporting, photography and design.

***Columbus Weddings* was also a finalist for CRMA's Ancillary: Weddings award.**



Suzanne Goldsmith's "Seeking Sanctuary," the story of an undocumented immigrant who decided to live in a Clintonville church rather than be deported, was **2019's story with the most first-place finishes**. It won The Press Club of Cleveland's News award and Best Social Issues Reporting from the Ohio Society of Professional Journalists. It also took top honors for photo editor Tim Johnson's work in The Press Club's Photo Journalism-All Others category and was a Feature Story finalist in the nationwide City and Regional Magazine Association's awards.



Editorial Sections

In every issue of *Columbus Monthly*, our three editorial sections will cover Central Ohio's newsmakers, restaurants, events, ideas, trends and art picks.



Arch City

The conversation begins with Arch City, our collection of city snapshots that will spark your curiosity. Each month we'll introduce you to the people you'd most like to meet, show you the things you'll want to see and do, and give you an insider's look at the issues you want to know more about. Every Arch City also includes our collection of party photos with scenes from the many glamorous benefits and philanthropic events around town, as well as a list of the hottest tickets in the city in music, art, dance and theater.



Home & Style

Fabulous fashion, awesome homes, Top 25 real estate sales and more. Find out who's setting the tone for style in Central Ohio and read about the influencers—designers, architects, builders, landscapers, homeowners and others—who are leading Columbus to be recognized as a top-tier city when it comes to style. *Columbus Monthly's* Home & Style section will keep you in the loop as each month we explore the city's design trends and detail some of the exquisite offerings available.



Dining

A roadmap to the city's newest and most talked about dining establishments. Each month the section uncovers the latest drinks, menus and restaurant openings that are generating buzz, including a comprehensive, star-rated restaurant review; a quick review of a casual, out-of-the-way restaurant or ethnic eatery; a recipe from a notable chef; and a listing of new and recommended restaurants in Columbus.

Editorial Features

A preview of our special editorial packages that will appear in the pages of *Columbus Monthly* throughout the year—bringing our readers the best the city has to offer.



Dining FEBRUARY + MAY

From fine dining to pub grub, our Best New Restaurants issue in February reveals the best restaurants to open in Central Ohio in the past year. And in May, get to know the Tastemakers, the next class of chefs, bartenders and purveyors poised and ready to change Columbus' dining scene.



Best of Columbus JULY

Celebrate the best that Columbus has to offer, from our restaurant scene to our nightlife and everything in between. Our staff, as well as our readers, will select their favorite people, places and events, all of which will be published in our July issue.



Fashion APRIL + SEPTEMBER

Explore the latest and greatest tips and trends in Columbus fashion with our spring and fall Fashion features in the April and September issues. Exquisite photography will have our fashion-conscious readers filling out their wish lists for the coming months.



Top Doctors AUGUST

Once a year, *Columbus Monthly* magazine announces the top doctors in Central Ohio by publishing an annual Top Doctors listing of more than 400 physicians rated within specialty areas by their peers.



Summer Entertainment Guide JUNE

Columbus Monthly's Summer Entertainment Guide previews the season's activities from June through August—filled with calendars, info and best-bets for arts and culture events, outdoor activities, festivals and other seasonal events. Summer Entertainment Guide is sure to make your summer sizzle.



Fall Arts Guide SEPTEMBER

Your guide to the best in visual and performing arts, theater, live music and more will appear in our September issue and have readers filling out their calendars with must-see nights on the town.

Special Supplements

These supplements are polybagged with *Columbus Monthly* and are saved for future reference by readers, giving your advertising message extended selling power.



Best Driving Vacations

FEBRUARY

Columbus Monthly's Best Driving Vacations provides a guide to some of the best getaway ideas and travel opportunities in the region. Mailed to every subscriber as a supplement to the February issue of *Columbus Monthly*, *Best Driving Vacations* is full of tips and itineraries for anyone planning a spring, summer or fall adventure.



Giving 2021

The Guide to Personal and Corporate Philanthropy

DECEMBER

This guide to Giving showcases the many wonderful causes in this city. The extensive event listings allow supporters to save dates on their social calendars. Readers will also find tips on how to volunteer with the perfect organization. Details on best practices for corporate foundations and charitable giving will be invaluable. *Giving* is presented by *Columbus Monthly & Columbus CEO*, polybagged with the December issues of both magazines!



Home & Garden

MARCH + SEPTEMBER

Central Ohio's most luxurious homes and gardens will be featured in this twice-yearly publication. From the toniest townhouse to the perfect penthouse to historic mansions, each issue will give the details to those who aspire to create their own perfect setting. The Columbus area's keen sensitivity to good design—from tips and trends to insider information to new product choices—will also be included.



Health

JANUARY

This annual guide is the one-stop resource for health and wellness information. *Health* provides a mix of in-depth reports and quick reads on tips, trends and issues relevant to leading a healthy lifestyle in Columbus. Also included are resource directories of medical facilities, as well as bonus content, including the popular listings of the area's top health providers, involving chiropractors, doctors and dentists, based on peer review surveys. You can't miss this comprehensive guide to health and wellness in Central Ohio.



Restaurant Guide

OCTOBER

The ultimate directory to Columbus dining, the *Restaurant Guide* features listings to 1,500 Central Ohio eateries and features our annual selection of the city's Best Restaurants. The guide is mailed to every *Columbus Monthly* subscriber as a stand-alone publication and sold on newsstands. It is saved by readers and referred to throughout the year as the city's best restaurant resource.

Bonus distribution to *Columbus Dispatch* subscribers

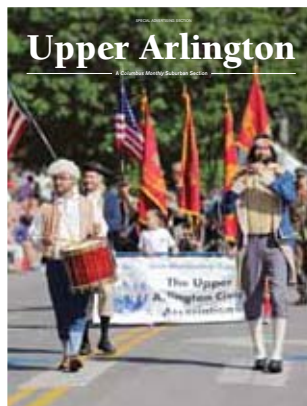
Special Sections

Selections of *Columbus Monthly's* special advertising sections that help our advertisers tell their stories and provide our readers with valuable and actionable content.



Susan G. Komen Race for the Cure MAY

Susan G. Komen Race for the Cure is among the largest Komen races in the country, drawing thousands of walkers and runners to downtown Columbus to raise money for research. This section will highlight several fundraisers, focusing on their backgrounds and the reasons why they race. Each profile features a portrait opposite a full-page advertisement.



Suburban Sections MAY + NOVEMBER

Every year, *Columbus Monthly* spotlights a growing community in Central Ohio. These sections, each produced in cooperation with a sponsoring suburb, offer readers information about business climates, local economies, quality of life, residential options and area schools.



Top Dentists JUNE

This listing of 200 local dentists and specialists is a peer review survey with results based on thousands of detailed evaluations, including years of experience, continuing education, manner with patients and physical results. Readers refer to the list all year long either looking for a local area dentist or to see if their dentist makes the grade.



Health Matters FIVE ISSUES

Columbus Monthly provides its readers with helpful, trending information on health related matters from Cardiac Care, Women's Health & Cosmetic tips to cancer updates. *Columbus Monthly Health* magazine is now part of the mix, providing an annual definitive guide to good living. *Columbus Monthly* readers are health-conscious people who pay special attention to the latest developments in health care and best health practices today.

Associated Publications

These niche publications reach targeted audiences and are saved for future reference by readers, giving your advertising message extended selling power.



Columbus Weddings JUNE + DECEMBER

Columbus Weddings offers practical and 100% local information about receptions, gowns, flowers, photography, music, cakes, guest accommodations, honeymoons, invitations, rings and more. Also in *Columbus Weddings*: the Reception Guide, the most comprehensive listing available to local brides, with information on more than 100 places to celebrate the big event. Plus, there's a special look at recent Columbus weddings, including great photos from the albums of local couples.



City Guide MARCH

The essential resource for visitors and residents, *Columbus Monthly's* annual *City Guide* is available to guests in 15,000 hotel rooms and distributed to 70,000 households in the *Columbus Dispatch*. This almanac to our city covers Columbus' best restaurants, shopping, attractions, sports, entertainment and valuable information about local businesses, schools, neighborhoods, health and community resources.

[Bonus distribution to Columbus Dispatch subscribers](#)

Advertising Profiles

Our award-winning *Columbus Monthly* team can help your organization define your brand and reinforce it to our audience with these profile opportunities.



Ask the Expert TWELVE ISSUES COLUMBUS MONTHLY

As the authority in your field, these profiles present a way to showcase your expertise by sharing your philosophy, insight and expert advice. Establish your business as a trusted resource.



Faces of Columbus APRIL COLUMBUS MONTHLY

Faces of Columbus showcases some of the most interesting people in local business. Each profile will be industry specific, providing advertisers the opportunity to become the face of their field in Central Ohio.



Exceptional Event Venues APRIL + SEPTEMBER COLUMBUS MONTHLY

Introduce our readers to your vibrant venues for their weddings, meetings or other special occasions. This section features the story of your facility and an ad adjacent to your profile.



Dental Practice/ Dentist Profiles JUNE COLUMBUS MONTHLY

Spotlight your practice's dental services, staff and specialty dental techniques. Profiles include a photograph and copy shot and edited by *Columbus Monthly*.



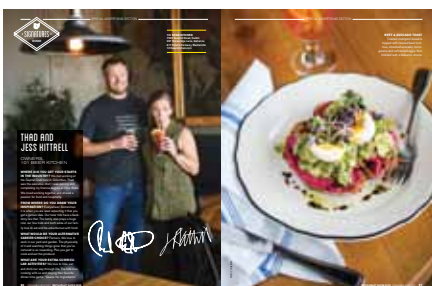
Hometown Stories JULY COLUMBUS MONTHLY

Each hometown plays an important role in why Central Ohio receives national attention as a thriving region. This section features the Top 10 Things to Know about Your Community and a full-page ad adjacent the profile.



Physician Practice Profiles AUGUST COLUMBUS MONTHLY

Spotlight your medical practice, specialties and staff in our annual Top Doctors issue. Readers refer to these listing throughout the year. The profiles include a photograph and copy shot and edited by *Columbus Monthly*'s team.



Signatures OCTOBER RESTAURANT GUIDE

This two-page spread will introduce your chef to our readers and use beautiful photography to feature a signature dish. Presented in a Q&A format, Signatures showcases our city's top culinary talent.



Shop Talk NOVEMBER COLUMBUS MONTHLY

Showcase your space, share your story and offer top holiday gift picks and products in our Shop Talk guide—a valuable resource during the holiday shopping season.



Giving Profiles DECEMBER GIVING

Present your mission, volunteer opportunities, fundraising events and giving opportunities during the giving season with a profile in our annual guide to philanthropy.

Experiences

DINING EVENTS

Columbus Monthly has been covering the city's ever-changing dining scene for more than 40 years and now we host two of the year's can't miss culinary events.

Connect with a crowd that loves to be the first to discover new brands and eagerly shares their dining finds with friends and networks. These are people who spend to be cutting edge and are early-adopters of emerging experiences. Plus, they flock to restaurants. About 54 percent of *Columbus Monthly* readers dine out one to three times a week.

Columbus Monthly's Best New Restaurants

Heading into its fourth year, this event honors the past year's Best New Restaurants at Le Méridien Columbus, The Joseph. Guests enjoy impressive offerings served by the city's Best New Restaurants, along with drinks and live entertainment. It's an opportunity to experience the city's most exciting arrivals, from emerging cuisines to innovative takes on familiar classics—all in one venue. Sponsorships are available.

Issue: *Columbus Monthly* February 2020

Event: March 2020 (tentative)

Columbus Monthly's Best Restaurants Dinner

In its third year, *Columbus Monthly* magazine's Best Restaurants Event is a one-night-only dining experience created by the city's most celebrated chefs. This unique culinary collaboration features a one-of-a-kind, multi-course meal complete with thoughtfully selected wine pairings. Guests also enjoy a welcome reception and hors d'oeuvres. Sponsorships are available.

Issue: *Restaurant Guide* October 2020

Event: October 2020 (tentative)

Top Doctors Celebration

Columbus Monthly magazine celebrates the annual Top Doctors list, published in the August issue, with a celebration. For the physicians named best in their fields, this cocktail reception features wine, hors d'oeuvres, live music and more. Sponsorships are available.

Issue: *Columbus Monthly* August 2020

Event: August 2020 (tentative)



2020 Calendar & Deadlines

JANUARY

Ad Close: November 22

Ad Materials Due: December 2

- *Columbus Monthly Health magazine** (packages Top Doctors, Top Dentists and other health & wellness resources) (Ad Close: Nov. 15)
- Super Lawyers 2020
- Vacations & Getaways (formatted advertising section)

FEBRUARY

Ad Close: December 20

Ad Materials Due: December 30

- Best New Restaurants
- Best Driving Vacations* (Ad Close: Dec. 13)
- Guide to Private Schools – K–12
- Valentine's Day Guide (formatted advertising section)

MARCH

Ad Close: January 17

Ad Materials Due: January 27

- Home & Garden – Spring/Summer* (Ad Close: Jan. 10)
- Health Matters: Surviving Cancer
- Guide to Cosmetic Procedures and Treatments
- City Guide with CVB section (Visit US)** (Ad Close: Jan. 31)

APRIL

Ad Close: February 21

Ad Materials Due: March 2

- Spring Fashion
- FACES of Columbus
- Exceptional Event Venues – Spring/Summer
- Health Matters: Men's Health & Cardiac Care
- Vacations & Getaways (formatted advertising section)

MAY

Ad Close: March 20

Ad Materials Due: March 30

- Tastemakers in the Dining Scene
- Suburban Section: Grandview (Ad Close: Mar. 13)
- Susan G. Komen Race for the Cure
- Advanced Degree Guide
- Mother's Day Guide (formatted advertising section)

JUNE

Ad Close: April 24

Ad Materials Due: May 4

- Real Estate
- Summer Entertainment Guide
- Top Dentists 2020
- Health Matters: Women's Health & Cosmetic Guide
- Five Star Real Estate Program
- Columbus Weddings – Fall/Winter 2020 (Ad Close: April 10)

JULY

Ad Close: May 22

Ad Materials Due: June 1

- Best of Columbus
- Hometown Story (community profiles)
- Vacations & Getaways (formatted advertising section)

AUGUST

Ad Close: June 19

Ad Materials Due: June 29

- Top Doctors 2020
- Wealth Management
- Colleges & Universities – Profiles

SEPTEMBER

Ad Close: July 24

Ad Materials Due: August 3

- Fall Fashion
- Fall Arts Guide
- Home & Garden – Fall/Winter* (Ad Close: Jul. 17)
- Exceptional Event Venues – Fall/Winter
- Health Matters: Health Trends & Technology
- Autumn Weekend Escapes

OCTOBER

Ad Close: August 21

Ad Materials Due: August 31

- Restaurant Guide: featuring Best Restaurants of 2020** (Ad Close: Aug. 14)
- Health Matters: Beating Breast Cancer
- Elder Care/Senior Living
- Vacations & Getaways (formatted advertising section)
- Five Star Wealth Management Program

NOVEMBER

Ad Close: September 18

Ad Materials Due: September 28

- Suburban Section: Powell (Ad Close: Sept. 11)
- Shop Talk
- Holiday Gift Guide (formatted advertising section)

DECEMBER

Ad Close: October 23

Ad Materials Due: November 2

- Giving 2021, Philanthropy* – Published by editors of *Columbus Monthly* & *Columbus CEO* (Ad Close: Oct. 16)
- Holiday Gift Guide (formatted advertising section)
- Columbus Weddings – Spring/Summer 2021 (Ad Close: Oct. 2)

JANUARY 2021

Ad Close: November 20

Ad Materials Due: November 30

- *Columbus Monthly Health magazine** (packages Top Doctors, Top Dentists and other health & wellness resources) (Ad Close: Nov. 13)
- Super Lawyers 2021
- Vacations & Getaways (formatted advertising section)

Calendar is subject to change. For advertising deadline information, please consult your Account Executive.

* Polybagged with the magazine.

** Premium Edition: Issue inserted in *The Columbus Dispatch*



Demographics

WHY COLUMBUS MONTHLY?

No other monthly publication reaches the Central Ohio market quite like *Columbus Monthly*.

Columbus Monthly's circulation strategy delivers to the most **affluent, educated** households in the market. The beautifully designed and award-winning magazine helps readers understand and navigate our ever-changing metro area better than any other publication.

The audited readership is 100 percent verified by Circulation Verification Council, an **independent, third-party auditor**. *Columbus Monthly* also benefits from its affiliation with the City & Regional Magazine Association—the only local publication that is a member of the national organization.

Our paid readership means that *Columbus Monthly* subscribers are **active and intentional**. They read, engage and keep the magazine every month. In fact, 69% of subscribers hold on to *Columbus Monthly* for one month or longer—that's **coffee table status**. And they spend **more than 40 minutes** with the publication each month—this means that a single advertising message will most likely be viewed more than once.

Published monthly since 1975 (more than 500 issues under our belt), our consistency has yielded a loyal, paid audience.

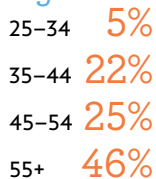
READER PROFILE

Columbus Monthly readers are affluent, educated professionals who care about their community and enjoy the finer things in life. *Columbus Monthly* readers have the interest and income to take advantage of all that Columbus has to offer. No other local publication reaches the concentration of upscale readers that *Columbus Monthly* delivers.

Gender¹

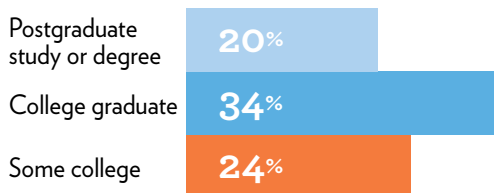


Age²

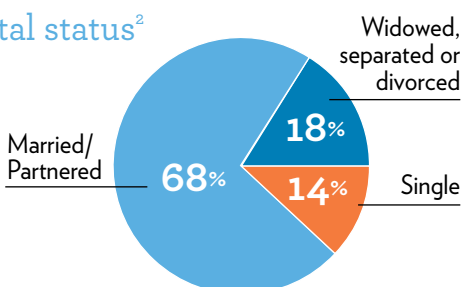


[Average
54 years]

Education²



Marital status²

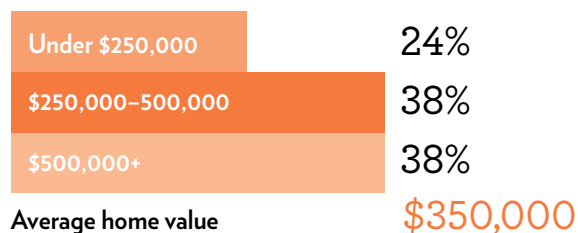


WEALTH²

Income



Home Value



83% of readers own a residence

In the past 12 months *Columbus Monthly* readers spent more than **\$240 Million** on home improvements.

Sources: 1, Nielsen Scarborough Research Columbus OH 2018 R2. DMA. Avg; 2, Circulation Verification Council (CVC) Subscriber /Reader Profile Survey

Demographics

READER TRENDS

Reader Habits²

66%

of readers say they consider advertisers in *Columbus Monthly* to be of a higher quality than advertisers in other media.

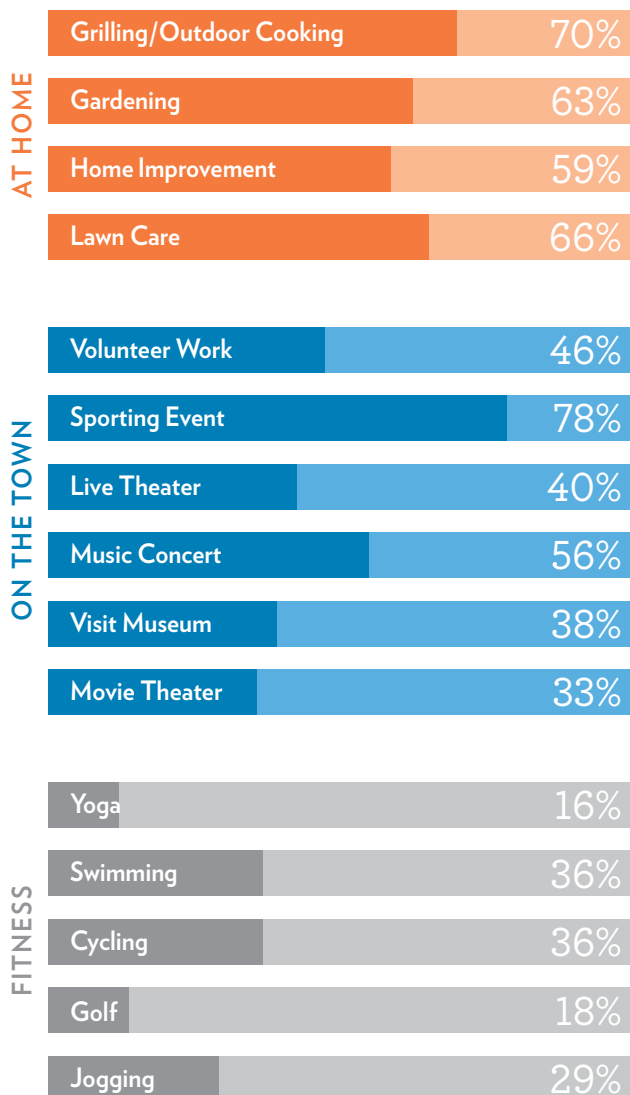
Average number of readers per copy 2.5

Average time spent with each issue 40 minutes

Read three out of four issues 70%

Keeps magazine more than a month 34%

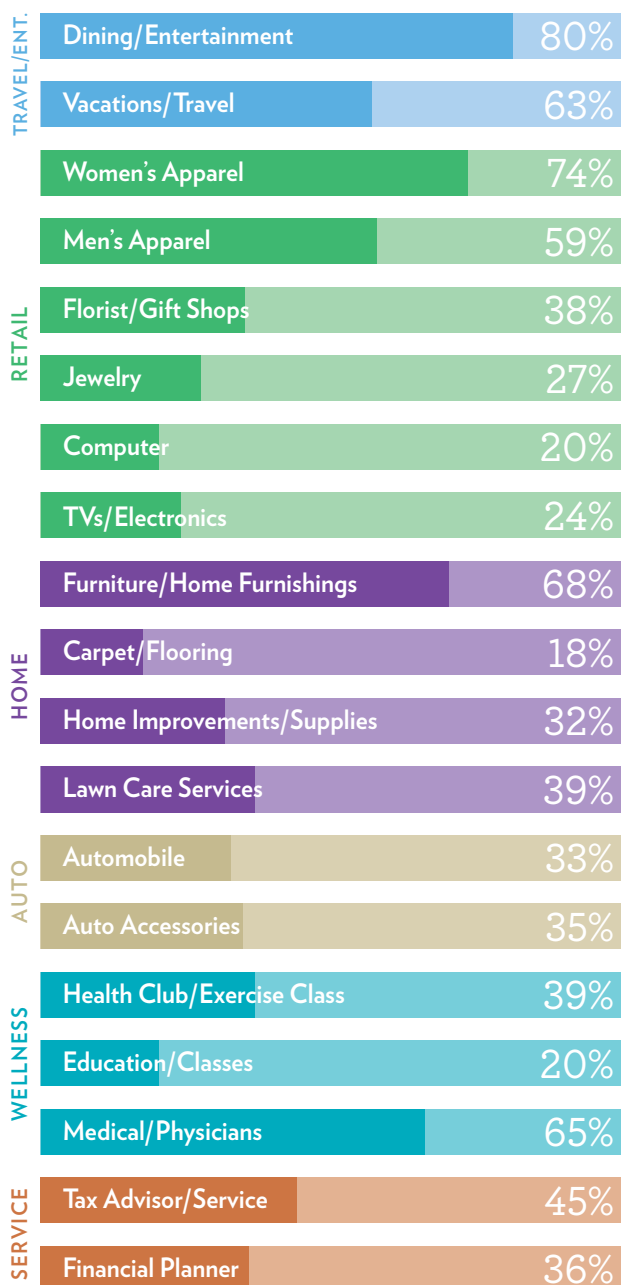
Interests¹



Plan to Purchase in the Next 12 Months²

70%

of *Columbus Monthly* subscribers frequently purchase products or services from ads seen in the magazine.



Sources: 1, Nielsen Scarborough Research Columbus OH 2018 R2. DMA. Avg. 2, Circulation Verification Council (CVC) Subscriber/Reader Profile Survey

2020 Digital Opportunities

The resources of Dispatch Media Group + ThriveHive provide *Columbus Monthly's* clients with leading digital solutions to connect with customers. We are a one-stop shop. We have all you need for a successful online campaign. All elements of a digital marketing campaign can be planned, managed and executed by DMG + ThriveHive's client services team providing turnkey digital outreach solutions with a reach of 1.7 million Columbus adults every month.

Menu of some of our digital products:

- Display ads on more than 10 websites including dispatch.com, ThisWeekNews.com, ColumbusMonthly.com, ColumbusCEO.com, ColumbusAlive.com, ColumbusParent.com, BuckeyeXtra.com, dmgrewards.nextbee.com, AdEnhance, AdvertiseColumbus.com (b2b site) and more. Our websites cater to interests of varying audiences and we can pinpoint your target!
- 8+ mobile sites & apps including dispatch.com, Dispatch app, Dispatch Politics app, BuckeyeXtra.com, ThisWeekNews.com, ColumbusMonthly.com, ColumbusAlive.com, ColumbusParent.com
- 6+ podcasts including Buckeye Forum, From the Newsroom, BuckeyeXtra, BuckeyeXtra Raw, Cannon Fodder, Cheap Seats, Soccer Speakeasy
- SEO & SEM
- Email marketing
- Video pre-roll
- Social media marketing
- Ad network extension
- Desktop and mobile display ads
- Web design
- Content marketing
- Retargeting
- Database analysis
- Mobile web development
- Google Analytics and site audits

Newsletter Advertising

Every Wednesday *Columbus Monthly's* targeted newsletter delivers information directly to the inboxes of engaged readers with top stories and timely content from restaurants and fashion, to events and issues of the day.

Dimensions: 300 x 250

Combine print ads with a digital component at an affordable rate. Contact your account executive for rates and further details.

Dispatch Media Group + ThriveHive provides everything you need to market your business online.



columbus^{MONTHLY}

COLUMBUSCEO

Columbus
parent

ALIVE

The Columbus
Dispatch
dispatch.com

ThisWeek
COMMUNITY NEWS

General Advertising Information

Terms and Conditions

Publication dates and deadlines

1. *Columbus Monthly* is published and delivered in the month preceding the cover date. Check with your Account Executive for the publication schedule.
2. Closing date for space reservations is generally six weeks prior to cover date. Check with your account executive for closing dates.
3. The deadline for ads needing production is five working days prior to the advertising space deadline.

Credit, billing and commissions

1. Payment must accompany all copy unless credit has been established with the Credit Department. Contract and credit applications should be submitted 10 days prior to ad run date. Credit limits are set on an individual basis, with credit extended to established businesses with a signed contract. Invoices are rendered on date of publication. Payments are due net 30 days from invoice date. Any discrepancies in advertising invoices or printing errors must be questioned within 30 days of publication.
2. Recognized advertising agencies will be paid 15% commission. No agency commission is allowed if full payment is not received within 60 days of invoice date. *Columbus Monthly* reserves the right to seek payment directly from the client in cases in which the agency representing that client fails to pay. Agencies must provide finished digital ads to qualify for agency commission.
3. Advertising agencies forwarding orders to the publisher that contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions in force at the time.
4. No allowance will be made for errors that do not materially affect the value of the ad. *Columbus Monthly's* liability for an error shall not exceed the cost of the space occupied by the error.

Mechanical information

1. Printing method, stock and ink rotation. The magazine text is printed web offset on 45# web offset enamel. Covers are printed web offset on 80# coated stock. Ink rotation is CMYK. Maximum ink density is 300%.
2. Acceptable advertising materials. Ads should be supplied as a 300dpi, CMYK PDF, EPS or TIF with all fonts embedded.
3. Publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads to conform to correct advertising format; incorrectly sized ads will not be floated.
4. Quality of reproduction. Advertisements will be reproduced as accurately as possible within the limitations of the printing process, imposition and paper stock used.
5. Bleed ads. Full page ads that go to the edge of the page must have a minimum .125" bleed beyond the trim on all four sides. Keep each page's text, logo and important imagery to the centered 7" x 9.5" live area.
6. Disposition of materials. Digital ad files will be kept for one year or returned upon request. Archiving digital files for future use is the responsibility of the client.

Copy acceptance

Columbus Monthly reserves the right to reject or cancel advertising which the publisher deems unacceptable, either because of objectionable material or artwork of inferior quality. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or the advertiser assumes liability for any claim based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. Advertisements that in the opinion of the publisher resemble editorial will carry the word "Advertisement" at the top of the ad.

Contract rates

1. To earn a frequency discount, advertisers must place ads in at least the specified number of issues (3, 6 or 12) within a 12-month period, beginning with the first insertion.
2. Frequency discounts are based on the number of issues in which advertisements are run within a contract year. Multiple insertions in a single issue count as one insertion.
3. Advertisers may vary sizes within a frequency contract.
4. Rate change subject to two months' advance notice from publisher. Contract advertisers are given rate protection for 90 days.
5. Classified rate information is available by calling (614) 888-8888.
6. Center spread (4-color or black & white): Add 20% of space rate.
7. Bleed: No charge. Available only on full pages and spreads.
8. Special position: Subject to availability. Add 10% of space rate.
9. Special rates for consecutive pages and supplied inserts: Information on request.

Cancellations

1. Cancellations are not accepted after the ad closing date. Advertising canceled after the space deadline will be billed at 100%.
2. Cancellations on covers are not accepted after the first of the month two months preceding the cover date.
3. Cancellation of or failure to place the required number of ads will result in short rating, with the advertiser charged the difference in rate between the actual number of insertions and the number agreed upon in the contract. For example, if the client runs only 4 ads on a 6-time contract, the rate would revert to a 3-time rate. No rebates.