



Freedom Media Group of Ohio's primary brand, the Columbus Post, is central Ohio's diverse source for news and information, reaching 40,000 readers and growing rapidly.

the Columbus Post
www.ColumbusPost.com

The Columbus Post, central Ohio's fastest growing paid circulation multicultural newspaper, has a readership of 40,000 weekly readers. The Columbus Post targets diverse, upscale, professional adults over 35 years of age. The Columbus Post delivered electronically to each subscriber by email.



National Retail Rates

(Columbus Post – Broadsheet)
Mechanical Specifications for National ROP Retail Display Advertising
 Max Print Area: 11.625" wide x 20" deep
 Max Column Inches: 120"
Net rate per column inch = \$33.60

Typical Sizes:

	Columns	Depth	=	Total	Cost
Full Page	6 x 20"	deep	=	120" total	\$4032.00
1/2 Page	6 x 10"	deep	=	60" total	\$2016.00
1/4 Page	3 x 10"	deep	=	30" total	\$1008.00
1/8 Page	3 x 5"	deep	=	15" total	\$504.00
Business Card	2 x 2"	deep	=	4" total	\$134.40

Columns	1	2	3	4	5	6
Widths	1.85"	3.83"	5.81"	7.79"	9.77"	11.75"

Classified / Legal Rates

(Columbus Post – Broadsheet)
Mechanical Specifications for Classified / Legal ads
 Max Print Area: 11.75" wide x 20" deep
 Max Column Inches: 205"

Columns	1	2	3	4	5	6	7	8	9	10
Widths	1.11"	2.3"	3.48"	4.66"	5.84"	7.02"	8.02"	9.38"	10.56"	11.75"

Display Classifieds	\$28.21	net rate per column inch
Regular Classifieds	\$22.77	net rate per column inch
Legals	\$33.45	net rate per column inch

Color Rates

Black + One Color \$254.00 **Black + Two Colors** \$458.00
Black + Three Colors (4 Color Process) \$937.00

Insertion of Preprints (1–4 pages)*

\$50.00 per 1000 with a minimum of 3000

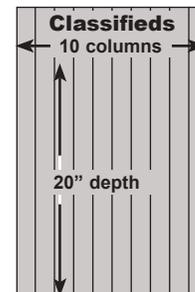
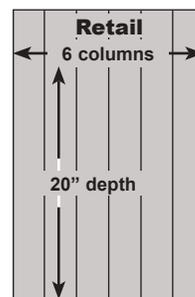
* Call for prices on higher page counts.

Local Retail Rates

(Columbus Post – Broadsheet)
Mechanical Specifications for Local ROP Retail Display Advertising
 Max Print Area: 11.625" wide x 20" deep
 Max Column Inches: 120"
Net rate per column inch = \$28.00

Typical Sizes:

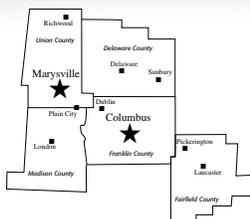
	Columns	Depth	=	Total	Cost
Full Page	6 x 20"	deep	=	120" total	\$3360.00
1/2 Page	6 x 10"	deep	=	60" total	\$1680.00
1/4 Page	3 x 10"	deep	=	30" total	\$840.00
1/8 Page	3 x 5"	deep	=	15" total	\$420.00
Business Card	2 x 2"	deep	=	4" total	\$112.00



the Columbus Post
www.ColumbusPost.com

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sales@ColumbusPost.com

2017 RATE CARD



Freedom Media Group of
Ohio Circulation area

ONLINE RATES

Online Banner Ad Rates*

Online Banner Ad Sizes:	Full	Half	Quarter
ColumbusPost.com	\$250/wk	\$150/wk	\$75/wk
UrbanEdition.net	\$225/wk	\$125/wk	\$65/wk
UnionCountyPost.com	\$200/wk	\$100/wk	\$55/wk

Columbus Post Digital Advertising Rates

Days of Week	Spot Length	TV	Radio
Mon – Sun	:60 seconds	\$50.00	\$15.00
Mon – Sun	:30 seconds	\$35.00	\$10.00
Mon – Sun	:15 seconds	\$25.00	\$5.00

Online Classified Ad Rates*

(Classified ads published in the newspaper also can be posted online for the following additional costs):

	Legal	Display	Regular
ColumbusPost.com	\$95/wk	\$90/wk	\$85/wk
UrbanEdition.net	\$95/wk	\$90/wk	\$85/wk
UnionCountyPost.com	\$95/wk	\$90/wk	\$85/wk

*For custom online ad pricing, please contact customer service online or call 614-224-6723.

Formats If you have not sent files to us before, please contact the Graphics Department. Listed below are the electronic files accepted. **For print:** PDF (preferred), TIFF, JPEG or EPS. Embed all fonts and graphics inside PDF and EPS files. Colors inside PDF files must be set to CMYK. Graphics must be at least 1200 dpi at final size. Photos or halftone graphics should be at least 200 dpi. **For online:** File formats may be GIF, JPEG or PNG. Banner ads must be sent at correct size (See reverse side). **Video file formats accepted:** MP4, H.264 or Apple ProRes (29.97 or 30 fps). **Audio formats accepted:** MP3, WAV, AIFF (Stereo or Mono).

Deadlines **For Print:** Space reservations must be received by 3 p.m., one week before publication (Thursday). Ad copy and content for ad creation must arrive by 5 p.m. Friday before publication. Approval or changes for created ads must be received by noon Monday before publication. Classified ad copy and content for ad creation must arrive by 5 p.m. Monday before publication. Inserts must arrive at the print facility one week before publication (Call the Graphics Department for shipping information). **For Video, Audio and Web:** Files must be received 24 hours in advance. Files can be received via e-mail as an attachment or link for retrieval.

Publications

Freedom Media Group of Ohio publications are published weekly on Thursday. Call for home delivery. To subscribe: 614-224-6723.

Internet

Online Retail and Classified Advertising is available on all Freedom Media Group of Ohio websites. Please see "Online Rates" section for details.

Terms

VISA, MasterCard and Discover Card are accepted. Credit applications are available for qualified customers. Ads under \$250.00 must be paid in advance.

Acceptance of advertising

Freedom Media Group of Ohio, Inc., reserves the right to reject, edit, revise and properly classify all advertising submitted for publication or airing. The publisher or general manager also reserves the right to cancel any advertisement at any time. All ads are subject to credit approval.

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