

The Weekly Checkout – Advertising

The *Weekly Checkout* keeps subscribers up-to-date on the latest in news, events, and important legislative issues across the state. Our editors include topics that are critical to our audience and help readers by reporting on issues important to them. Our range of offerings provide advertisers to highlight their value proposition through a unique medium in an exclusive way.

The *Weekly Checkout* is a weekly e-publication distributed by the Ohio Grocers Association every Thursday (except holidays). Its distribution list is over 1,000 and continues to grow. The *Weekly Checkout* is sent to retailers, wholesalers, suppliers, independent business owners, legislators and other grocery industry leaders. Advertisers have the opportunity to reach a key and captive audience.

Content features articles and updates from the private, retail sector as well as legislative news and information from the state and local levels.

The publication itself features dynamic In-Page Rich Media content, including text and graphic links which is content-based as well as advertiser-based. Dimensions are email-based, using a standard/typical width and dynamic, adjusting depth flow (based on content).

ADVERTISING BENEFITS

- Advertiser receives exclusive distribution... only ONE advertiser per issue
- Discounts provided for Association Members
- 1, 3, and 6-Week Reservations Available... advertiser can schedule consecutive weeks or choose distribution dates
- Full-Size (600px X 150px) Horizontal Banner
- Unique Banner Placement at Bottom/Footer of Publication
- Advertising Package includes Banner Ad, Callout and Text "Jump", and Link to Advertiser website
- Design/Development Services Available to help create the most effective banner and message possible
- Email metrics provided upon request

635 Pixels

170

Ohio Grocers Association

The Weekly Checkout

August 29, 2013

This Week's Advertiser: CRIMSON CUP

U.S. Senate Approves NLRB Appointments

After many months of political maneuvering, the National Labor Relations Board is at full strength for the first time in a decade. In an effort to avoid the "nuclear option" a few weeks ago, the Senate confirmed President Barack Obama's latest appointments to the NLRB after a deal was struck to avoid changing the filibuster rules within the Senate. The new Members, Nancy Schiffer and Kent Hirozawa were handpicked after reported discussions between the Obama Administration and Richard Trumka, head of the AFL-CIO, took place. With the NLRB's ability to hold a quorum and resume its full functionality, OGA is very concerned with the boards past anti-competitive and seemingly anti-business friendly decisions and will keep you updated as these changes take effect. For more information OGA endorses [Austin](#) for your labor employment needs and questions.

Articles feature website links relative to content

More Money in Your Paycheck!

As we roll into September next week, employees who pay state income taxes will see more money on their paychecks starting September 1st. As part of the State Budget (HB 59) passed at the end of June, the state mandated state tax cuts for workers over the next three years. According to the Ohio Department of Taxation, if you are an employee, who pays state income taxes, starting next week you will pay 3 percent less and by 2015 a total of 10 percent less. Putting this in real world terms, for an average family with one child, according to the IRS this is \$75,698 a year, you will see about \$109 in savings. For a single person making \$38,235, you will see savings of around \$49 dollars. Additionally this tax cut is retroactive to the beginning of 2013, meaning when you file your state tax returns next year, you'll get the whole 3 percent cut. For more information please contact [Joey E.](#) via email or 614-448-1625.

Direct email links allow contact to personalities mentioned within article content

SAMPLE SOCIALIZE SUPPORT
The Ohio Grocers Foundation Fall Social - Saturday, September 14, 2013

Fall Social - September 14th

We're excited to announce the Ohio Grocers Foundation's 2nd Annual Fall Social! On Saturday, September 14, enjoy a great day mixing and mingling with other OGA members at Easton Town Center in Columbus. Start the day by sampling Ohio's best at the Ohio Proud Fall Harvest at Easton's Town Square. Then socialize and check out all the shops and entertainment venues at Easton Town Center. Finally, enjoy networking and socializing with friends and industry colleagues during the Wine Tasting Social at the Easton Hilton. See the [registration brochure](#) for more details.

4...MORE WEEKS!
FALL CONFERENCE SEPTEMBER 24, 2013

REGISTRATION DEADLINE SEPTEMBER 13, 2013

5 "Handy" Ways to Help Business

Labor & Compliance • Health Care Reform • Government Affairs • Food Safety • Personnel Matters

Fall Conference - September 24th

We are also pleased to announce OGA's Annual Fall Conference, being held Tuesday, September 24th at the DoubleTree in Worthington. This year's conference will again follow a roundtable/interactive forum format and will cover the important and timely topics of Labor & Compliance, Health Care Reform, Government Affairs, Food Safety and HR/Personnel Matters. Top quality speakers, several networking opportunities and informative information on OGA member programs are just a few of the reasons this conference is one you don't want to miss. See the [information brochure](#) and download the [registration form](#) or [register](#) for more details.

Attention OGA Associate Members

OGA is frequently asked how can we get you - our associate members - in front of our retail members so you can demonstrate your products or services? We hear you! OGA is providing you with this opportunity at the 2013 Fall Conference! We have reasonably priced Exhibit Tables and Table Host opportunities so don't miss your chance to showcase your business this fall. These exhibits and table hosts openings are very limited - at the time of this email we had only 6 tables and 3 hosts openings left. Please [visit our website](#) for more information. You can also contact [Sara McSmerdy](#) via email or call 614-448-1625 for more information.

NEW! Pathway to Food Safety Training Program

We are pleased to announce that the Pathway to Food Safety program has been updated and is ready to purchase. The newly revised program includes a CD with all materials in pdf format, and a DVD with videos for store managers, associates, and a new video on Food Safety Management for Locally Produced Specialty Crops. This new program was financed in part through a grant from the Ohio Department of Agriculture, the State of Ohio, and the United States Department of Agriculture under the provisions of the Specialty Crop Block Grant. We would like to thank the Ohio State University Extension and the Ohio State University College of Food, Agricultural, and Environmental Sciences, and Ohio State University Communications and Technology for their work on this program. Get the [Pathway to Food Safety order form](#). Contact [Tonya](#) if questions.

Food Recalls

Numerous recalls were announced this week, including Westlake Foods Cured Pork Products. Please [view current recalls](#) as announced by FSIS.

Advertisement

ADVERTISE HERE!
Increase Exposure with Weekly Checkout Advertising!

Dynamic Link • Large Display Opportunity • Top-Of-Mind Placement

600pixel X 150pixel Banner Advertisement with Active Link to Advertiser Website

SafeMediaSource

ConstantContact

This email was sent to [dorian@ohiogrocers.org](#) by [dorian@ohiogrocers.org](#)
Update Profile/Email Address Instant removal with SafeMediaSource™ Privacy Policy
Ohio Grocers Association | 1335 Dublin Rd., Suite 304 | Columbus | OH | 43215

ADVERTISING RATES & SIZES

BANNER AD (600 X 150)	1 WEEK		3 WEEKS		6 WEEKS	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
600 X 150 Banner w/Link	\$50	ADD 20%	\$120	ADD 20%	\$180	ADD 20%
Masthead Callout	INCLUDED		INCLUDED		INCLUDED	
Text Link	INCLUDED		INCLUDED		INCLUDED	

ADVERTISER TERMS

- Advertiser assumes full responsibility for copy and any claims arising therefrom.
- Execution of an insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with the terms as stated herein.
- Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date.
- Written notice of cancellation must be received 14 days prior to Weekly Checkout posting.
- Advertiser may change materials with any insertion, yet authorizes the previous advertisement to be repeated if new materials are not furnished prior to posting date.
- All advertising content and design must be acceptable to the Ohio Grocers Association, which reserves the right to postpone or refuse, without penalty, any advertisement.
- The Ohio Grocers Association is not responsible for any errors or omissions in supplied ad copy and artwork.
- Maximum liability for error on the part of the Ohio Grocers Association and its representatives is restricted to the space rate for this insertion order only.
- Additional production and design costs will be levied if work is not built to spec (see below). Production and design costs are **\$100 per ad/\$50 per alteration**.
- Advertising editorial or political advertising is not accepted.

MECHANICAL INFORMATION

- High-Resolution Banner Advertisement with embedded link(s) in weekly E-Publication.
- Publication Size: E-News Format (600 pixel width). Depth based upon content.
- Banner/Ad Size: 600 pixels X 150 Pixels

ELECTRONIC DATA

- High Resolution image files must be provided. Acceptable programs include: Adobe Photoshop, Illustrator or InDesign, CorelDraw.
- Acceptable file type/formats include: AI, EPS, PDF, JPG, TIF, PNG
- All images must be saved as RGB.
- Images **MUST** be a minimum resolution of 300DPI.
- To avoid font discrepancies, **ALL FONTS MUST BE CONVERTED TO CURVES**. Save files accordingly.

DEADLINES

- Space reservation must be made two weeks (14 days) prior to expected publication/posting date.
- Artwork must be received one week (7 days) prior to expected publication/posting date.

FEATURES:

- **Exclusive advertising per edition/posting**
- **Unique placement within publication**
- **Special advertising callout beneath masthead with text jump**
- **Link embedded within banner advertisement**



The Weekly Checkout is a regular e-publication of the Ohio Grocers Association. Ad space is available on a first-come reservation basis.



The Weekly Checkout

WEEKLY E-PUBLICATION ONLINE NEWS UPDATE

Weekly E-Publication Media Kit ADVERTISING SUBMISSION & ORDER FORM

**STEP 1:
RESERVE
SPACE**

Return this form to reserve your ad space. Email design@ohiogrocers.org or fax to: 614/441-4292

**STEP 2:
PROVIDE
Art/Ad Copy**

Provide artwork by the closing date to: design@ohiogrocers.org
Questions, call: 614/442-5511 ext.7130

**STEP 3:
PAYMENT**

Advertisers are invoiced at time of publication. *Bills can also be paid via credit card at time of order.*

PUBLICATION INFORMATION

The WEEKLY CHECKOUT is a weekly e-publication distributed every Thursday (except holidays).

RESERVATION DEADLINE:
Two Weeks (14 Days) prior to distribution week

ART DEADLINE:
Friday prior to distribution day

NOTE: Deadlines are subject to change. In the event of a change, advertisers will be notified.

Company _____
 Contact Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____
 Approved By: _____ Date _____

I am reserving space for 1 Week (\$50*) 3 Weeks (\$120*) 6 Weeks (\$180*)

Ad will run Consecutively Contact Me Regarding Schedule

PAYMENT METHOD

I will pay when invoiced.

CARD NUMBER:

SEC. CODE: _____ EXP. DATE: _____

SIGNATURE: _____

POSITION

PRICE (See Rate Chart)

Bottom/Footer _____
(600 X 150 Banner)

TOTAL _____

Price/Order includes web link feature (within banner/ad) and text "jump" feature (in callout beneath header)

*Price indicated is Member pricing. Non-Members add 20% to totals.