...dealing with industry change and stress during the most wonderful time of the year
The Ohio Grocers Association offers several advertising and promotion opportunities across multiple media and resources that can provide your organization or service with a comprehensive marketing plan at industry-low rates.

These competitive advertising rates for digital and print resources provide cost-effective marketing to a select, targeted audience of industry professionals unavailable anywhere else!

Why print? Why OhioGrocer? Here’s Why...

PRINT IS NOT DEAD!
The American Marketing Association cites the following:

- Print is still a top-of-funnel medium.
- What continues to make print ads valuable is the (nearly) undivided attention that readers give to magazine and newspaper content, rather than multitasking like they do when consuming digital content.
- Just buying it or getting a magazine in the mail provokes the reader to engage in a way that digital doesn’t. If you have time to read a magazine, then you’re going to really engage with the ads in there. Print ads should inspire you to look at them even longer.

INFO TO THE MASSES
Forecasts proclaiming the death of print media were vastly shortsighted as print’s role has actually evolved over time to become one of the most valuable communication channels behind networking events and conferences (according to a 2018 Naylor Benchmarking Survey).

The number of adults reading print is the highest of all time, and is actually the preferred media of Millennials.

Wait…print isn’t dead? Not at all – recent surveys demonstrate that younger generations prefer print and read more than older generations.


WHAT DOES THIS MEAN?
The meaning behind the numbers is simple: print is effective. If you want to reach customers and prospective sales, consider print media. Targeted print media proves even more effective. OhioGrocer is targeted print media.

For more information on advertising in OhioGrocer magazine, or in the Weekly Checkout – or to create an advertising package that best suits your business – contact Chris Schweitzer, Creative Director at 614-448-1624 or email: design@ohiogrocers.org.
ABOUT OhioGrocer MAGAZINE

OhioGrocer is a quarterly print and digital publication exclusively produced and presented by the Ohio Grocers Association. This full-color magazine is written and edited exclusively for the Ohio food and grocery industry and includes State and Federal updates, industry news, informational articles, association news and event updates, and profiles of members and/or legislators in Ohio.

Its high-impact layout and presentation is designed to convey information in an efficient and easy-to-read manner – perfect for the topic-driven audience.

SPECIFICATIONS

SIZE: 8 1/2” X 11”
PRINT: Full-Color
PAGES: 20-28
DISTRIBUTION:
  Print - 450+
  Digital - 950+

TIMING IS EVERYTHING!

The production and distribution of OhioGrocer typically follows a seasonal schedule, with issues mailed and distributed electronically in Winter (1st Quarter), Spring (2nd), Summer (3rd) and Fall (Holidays/4th Quarter).

After initial printing and digital distribution to a subscribed list of readers, a magazine link is established at www.ohiogrocers.org for larger digital distribution. In addition, coordination with digital media is available (and recommended) to expand advertising effectiveness and visibility – year ‘round. Campaigns can be created that combine the effectiveness of the different media resources available through OGA, such as our weekly Newsletter (eblast), the Weekly Checkout, sponsoring our weekly video series Keeping Up With Kristin, and banner advertising on our website, not to mention combining these options with event sponsorship throughout the year.

Advertising in the OhioGrocer is a very efficient way of establishing your service, product, or brand identity and for communicating that to the very targeted and exclusive market that the magazine provides.

BUNDED OFFERS INCREASE IMPACT

Take advantage of special promotional offers for new members or upgrade your advertising package to include digital media – our Weekly Checkout eblast or weekly video series!

Current advertisers can call to discuss customized advertising packages to include digital advertising at a discounted rate.

See Bundled Package examples on next page.

For more information on advertising in OhioGrocer magazine, the Weekly Checkout, or any of our digital media – or to create an advertising package that best suits your business – contact Chris Schweitzer, Creative Director at 614-448-1624 or email: design@ohiogrocers.org.
Print & Digital Media Kit

BUNDLED SOLUTIONS

Combined print and digital advertising expand your audience and provide exposure to the entire OGA database of members across multiple media. In addition, the digital version of OhioGrocer magazine is accessible through our website, increasing exposure beyond membership to the general public.

The packages below are examples of bundled programs available through OGA. Each shows the savings for the bundling in addition to the savings offered to members of OGA versus non-members.

Don't see what you want?
Call or email us today to discuss creating a custom package exclusively for your advertising and marketing needs – developing promotions around events, programs, products or services exclusively for you!

NEW ADVERTISER (Member)*
(Members who have not advertised in 12 months or longer)

New advertisers who are already members will receive a 10% discount on both print and digital advertising rates:

- 4 Full-Page Ads in OhioGrocer Magazine
- 6 Weeks of Advertising in Weekly Checkout
- Full-Year Member Discounts on both media
- Customizable Weekly Checkout scheduling
- Savings up to $1,448.00

4 Ads + 8 Banners

Bundled Price (w/Discount)
$3,690.00 + $180.00 = $3,870.00

Non-Bundled Price
$4,100.00 + $200.00 = $4,300.00

Typical/Per Issue Price
$5,000.00 + $400.00 = $5,400.00
($1,250.00 X 4)

CURRENT ADVERTISER (Upgrade)*

Current advertisers can upgrade their full-page ad to a premium position at no cost (while positions last) OR increase their ad size at a 10% discount to member pricing along with 4 weeks of Weekly Checkout FREE:

- 4 Full-Page Ads in OhioGrocer Magazine
  (Upgraded position OR discount on size increase)
- 4 Weeks of Advertising in Weekly Checkout
- Customizable Weekly Checkout scheduling
- Savings of $820.00 (for premium upgrade)

4 Ads + 4 Banners

Bundled Price
$4,100.00 + FREE = $4,100.00

Typical/Per Issue Price
$4,800.00 + $200.00 = $5,000.00

* Prices reflect full-year contract versus single issue. Individual ad pricing and discounts are available.

For more information on advertising in OhioGrocer magazine, or in the Weekly Checkout – or to create an advertising package that best suits your business – contact Chris Schweitzer, Creative Director at 614-448-1624 or email: design@ohiogrocers.org.
ADVERTISING RATES & SIZES

<table>
<thead>
<tr>
<th>AD TYPE/POSITION</th>
<th>4 ISSUES (1 YEAR)*</th>
<th>SINGLE ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MEMBER</td>
<td>NON-MEMBER</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1275</td>
<td>ADD 20%</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1200</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1200</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1025</td>
<td></td>
</tr>
<tr>
<td>½ Page</td>
<td>$850</td>
<td></td>
</tr>
<tr>
<td>¼ Page</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td>Advertorial (Full Page)</td>
<td>$1025</td>
<td></td>
</tr>
</tbody>
</table>

* Price Per Issue  All Rates Are Net

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 45 days prior to the closing date.
- Advertiser may change materials with any insertion, yet authorizes the previous advertisement to be repeated if new materials are not furnished prior to the issue closing.
- All advertising content and design must be acceptable to the Ohio Grocers Association, which reserves the right to postpone or refuse, without penalty, publication of any advertisement or advertorial.
- 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 services are available at $350 per ad/$50 per alteration.
- Advertorials (Ad editorials) are accepted as full-page format only.

MECHANICAL INFORMATION
- 85-100 line screen – 100 line preferred
- Printing Process: four-color process web offset
- Publication Size: 8.5” (wide) X 11” (tall)
- Ad Sizes: Details at right – note that back cover advertisements must account for a 3” mailing/labeling area, so true ad size is 8.5” (wide) X 8” (tall)

ELECTRONIC DATA
- High Resolution (Press Quality) Adobe Photoshop, Illustrator or InDesign, CorelDraw, EPS or PDF files ONLY are accepted.
- All images may be saved as CMYK (preferred) or RGB.
- Images MUST be a minimum resolution of 300DPI.
- To avoid font discrepancies, ALL FONTS MUST BE CONVERTED TO CURVES. Save files accordingly.

DEADLINES
- Reservation dates, and camera-ready ad copy are according to dates listed on opposite side of form. Proof requests are due with ad submission.
- No proofs provided if submitted after the deadline. If no art is submitted, it is understood that previous artwork submitted (latest version) will be used again.
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.

---

**2019 EDITORIAL DATES**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE DATE</th>
<th>AD COPY CLOSE</th>
<th>PUB   DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST QUARTER WINTER</td>
<td>Feb 4 2019</td>
<td>Feb 18 2019</td>
<td>Feb 25 2019</td>
</tr>
<tr>
<td>SECOND QUARTER SPRING</td>
<td>May 7 2019</td>
<td>May 21 2019</td>
<td>May 28 2019</td>
</tr>
</tbody>
</table>

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 Issue: 〇 WINTER FEBRUARY 2019 〇 SPRING MAY 2019 〇 SUMMER AUGUST 2019 〇 FALL NOVEMBER 2019
- [ ] 4 Issues ( Entire Year )

**POSITION**

- [ ] Back Cover
- [ ] Inside Front Cover
- [ ] Inside Back Cover
- [ ] Full Page
- [ ] ½ Page
- [ ] ¼ Page
- [ ] Advertorial
- [ ] (Ad) Design Services

**PRICE (See Rate Chart)**

**PAYMENT METHOD**

- [ ] BILL ME. I will pay when invoiced.
- [ ] CHECK ENCLOSED. Payable and remitted to: Ohio Grocers Association 1335 Dublin Road | Suite 207B | Columbus, OH 43215

**BILLING INFORMATION**

- [ ] MasterCard
- [ ] Visa
- [ ] American Express

CARD NUMBER: ___________ ___________ ___________ ___________

SEC. CODE: ___________ EXP. DATE: ___________

SIGNATURE: ____________________

**TOTAL:** ____________________

---

Company: ____________________

Contact Name: ____________________

Address: ____________________

City: ____________________ State: __________ Zip: __________

Phone: ____________________ Fax: ____________________

Email: ____________________

Approved By: ____________________ Date: ____________________

I am reserving space for

- [ ] 1 Issue: 〇 WINTER FEBRUARY 2019 〇 SPRING MAY 2019 〇 SUMMER AUGUST 2019 〇 FALL NOVEMBER 2019
- [ ] 4 Issues ( Entire Year )

**POSITION**

- [ ] Back Cover
- [ ] Inside Front Cover
- [ ] Inside Back Cover
- [ ] Full Page
- [ ] ½ Page
- [ ] ¼ Page
- [ ] Advertorial
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**BILLING INFORMATION**

- [ ] MasterCard
- [ ] Visa
- [ ] American Express

CARD NUMBER: ___________ ___________ ___________ ___________

SEC. CODE: ___________ EXP. DATE: ___________

SIGNATURE: ____________________

**TOTAL:** ____________________
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).

For more information on advertising in the Weekly Checkout – or to create an advertising package – contact Chris Schweitzer, Creative Director at 614-448-1624 or email: design@ohiogrocers.org.
## ADVERTISING RATES & SIZES

<table>
<thead>
<tr>
<th>Service</th>
<th>1 WEEK MEMBER</th>
<th>1 WEEK NON-MEMBER</th>
<th>4 WEEKS MEMBER</th>
<th>4 WEEKS NON-MEMBER</th>
<th>8 WEEKS MEMBER</th>
<th>8 WEEKS NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>600 X 150 Banner w/Link</td>
<td>$50</td>
<td></td>
<td>$120</td>
<td></td>
<td>$200</td>
<td></td>
</tr>
<tr>
<td>Masthead Callout</td>
<td>INCLUDED</td>
<td></td>
<td>INCLUDED</td>
<td></td>
<td>INCLUDED</td>
<td></td>
</tr>
<tr>
<td>Text Link</td>
<td>INCLUDED</td>
<td></td>
<td>INCLUDED</td>
<td></td>
<td>INCLUDED</td>
<td></td>
</tr>
</tbody>
</table>

### 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, JPEG, 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.
WEEKLY CHECKOUT
STATE AND NATIONAL FOOD INDUSTRY NEWS
WEEKLY E-PUBLICATION
ONLINE NEWS UPDATE

Weekly Checkout Eblast 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 ____________

Ad will run ____________
○ Consecutively ○ Contact Me Regarding Schedule

POSITION
○ Bottom/Footer (600 X 150 Banner)
NOTE: For multiple advertisers, OGA reserves the right to position banners accordingly.

PRICE (See Rate Chart)

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.

PAYMENT METHOD
○ BILL ME. I will pay when invoiced.

○ MasterCard ○ VISA ○ American Express

CARD NUMBER: ____________ ____________ ____________ ____________
SEC. CODE: ____________ EXP. DATE: ____________

SIGNATURE: ____________________________
MARKETING SOLUTIONS

WEEKLY VIDEO SERIES

*Keeping Up With Kristin* is a weekly video series presented by the Ohio Grocers Association featuring topics related to the grocery industry in a 2 to 4-minute video format. The video is distributed via email on Fridays, and includes opportunity for a 10-second sponsor segment at the end. Videos are archived on the Ohio Grocers Association YouTube page.

Advertising and sponsorship is available on a quarterly basis and can be scheduled in conjunction with other media. The deliverable can be developed in-house or with OGA staff.

WEBSITE (BANNER) ADVERTISING

The Ohio Grocers Association website ([www.ohiogrocers.org](http://www.ohiogrocers.org)) allows banner advertising on its homepage. There are three banner positions available at 944 X 188 pixels. These banners also provide a link to advertiser websites (as designated by the advertiser).

Website advertising is scheduled on a monthly basis, with a discount provided for a purchase of 3 months advertising or more. (See ordering information below.)

For more information on digital advertising – or to create an advertising package – contact Chris Schweitzer, Creative Director at 614-448-1624 or email: design@ohiogrocers.org.

ADVERTISING SUBMISSION & ORDER FORM

Company ____________________________________________

Contact Name _______________________________________

Address _____________________________________________

City __________________________________ State ___________ Zip _____________

Phone __________________________________ Fax ___________________

Email ________________________________________________

Approved By: ___________________________ Date ___________

I am reserving space for *Keeping Up With Kristin*:

- 1st QTR (Jan-Mar)  - 2nd QTR (Apr-Jun)  - 3rd QTR (Jul-Sep)  - 4th QTR (Oct-Dec)

Price (per QTR) $875  X ___ Quarters = ___

I am reserving space for Website (Banner Advertising)*:

- Jan  - Feb  - Mar  - Apr  - May  - Jun  - Jul  - Aug  - Sep  - Oct  - Nov  - Dec

Price (per Month) $____ X ____ Months = ___

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

PAYMENT METHOD

- BILL ME. I will pay when invoiced.

- CHECK ENCLOSED. Payable and remitted to: Ohio Grocers Association 1335 Dublin Road | Suite 207B | Columbus, OH 43215

- CALL ME to Pay by Phone (using credit card).

CARD NUMBER: ____________  ____________  ____________  ____________
SEC. CODE: ____________  EXP. DATE: ____________
SIGNATURE: ________________
MARKETING SOLUTIONS

Take advantage of the many Ohio Grocers Association social media outlets as a free enhancement to any of your marketing or promotional campaigns. Members can send posts, images, tweets or videos for consideration on any of our social media channels—a great opportunity to expand your own online presence and footprint.

Need Social Media Marketing?

We can help you develop social media campaigns to augment your current marketing and advertising efforts based upon your budget. Contact us for more details.

CONNECT WITH US TO STAY IN TOUCH! (Instructions to connect)

FACEBOOK: (facebook.com/OhioGrocers)
- Login to Facebook from your desktop computer OR smartphone/tablet/mobile device.
- If you do not have a Facebook account/page, go to Facebook.com and create one using your email address.
- Search “Ohio Grocers Association” to find the OGA page.
- “Like” the page to allow posts and feeds

INSTAGRAM: (@ohiogrocersassociation)
- If the Instagram app is not downloaded onto your smart device (or mobile phone), go to the app store and download it
- If you do not have an Instagram account, create one after downloading the app (follow prompts and instructions to create your account)
- Once you login to your account, search “ohiogrocersassociation” to find the OGA feed
- Press the “Follow” button to follow news feeds and posts

YOUTUBE: (Ohio Grocers Association Channel)
- Go to Youtube.com and search “Ohio Grocers Association” to find the OGA channel
- Click the “Subscribe” button. (You do not need a YouTube account to see these video posts.)
- If you do not have a YouTube account, you can create one using your email address.

LINKEDIN: (Ohio Grocers Association)
- Go to Linkedin.com and search “Ohio Grocers Association” to find the OGA page.
- Click the “Connect” button.
- If you do not have a LinkedIn account/page, go to Linkedin.com and create one using your email address. (And/or, download the app on your smart device and create an account the same way.)

TWITTER: (@ohiogrocers)
- Go to Twitter.com and create a free account from your desktop or smart device.
- Search “Ohio Grocers Association” to find the OGA account.

CONSTANT CONTACT:
- To receive Constant Contact messages from OGA – the Weekly Checkout, Recall Alerts, Legislative Updates, C-Store News, etc. – you must “allow” Constant Contact to access your email address and use it for their communications
- As an OGA member, we provide Constant Contact with the email address you indicated on your membership application. You will be sent an email from Constant Contact with a link that confirms permission for them to include your email in their mailing lists. Simply click the link they provide in that email.
- To opt out of emails, you can “unsubscribe” through the Constant Contact emails you receive. PLEASE NOTE: Once you unsubscribe, you remove your name from ALL Constant Contact messaging. You must go through the entire email process to re-subscribe to notifications and messages again.

If you encounter any problems or have any question about how to connect, please contact Chris Schweitzer, Creative Director at 614-448-1624 or email: design@ohiogrocers.org
For communications inquiries or to find out more about how OGA can help your organization with marketing or advertising opportunities, contact:

Chris Schweitzer,
Creative Director
Direct: 614-448-1624
Email: design@ohiogrocers.org

www.ohiogrocers.org