

# EcoWatch Journal

A COLLABORATION OF PEOPLE WORKING TOWARD A SUSTAINABLE WORLD

## MISSION

EcoWatch is a state-wide, 501(c)(3) nonprofit organization. Our mission is to encourage individuals, businesses and governments to adopt sustainable lifestyles, business practices and policies. Our publication, *EcoWatch Journal*, provides a venue for organizations, sustainable businesses, concerned citizens and policy makers to spread their news and solution-based projects to a broader audience. We connect the community working toward a sustainable future and encourage collaboration throughout our region. *EcoWatch Journal* is Ohio's source for current information on environmental and sustainable news, projects, activities, achievements and cutting edge practices.

**Please help us create a sustainable future for Ohio and support our efforts by advertising in or sponsoring our next issue of *EcoWatch Journal*. Together we can make a difference!**



## PRESS RUN & DISTRIBUTION

**70,000 copies** are printed each issue, reaching an audience of more than **100,000 readers**. EarthWatch Ohio is distributed every other month at more than **2,500 locations** throughout 15 counties of Northeast Ohio (Cuyahoga, Lake, Geauga, Ashtabula, Trumbull, Mahoning, Portage, Stark, Summit, Medina, Lorain, Wayne, Erie, Huron and Sandusky) and various communities throughout the state.

You can find EcoWatch Journal at libraries, coffee shops, grocery stores, retail shops, universities, community centers, restaurants, medical and office buildings, health clubs, museums, events and more.

## PRINT AD & INSERT SPECIFICATIONS

- DIGITAL PDF FILES ARE PREFERRED
- SAVE PDFS AS "PRESS QUALITY"
- ADS AND INSERT SHOULD BE 300 DPI
- ADS & INSERTS ARE 4-COLOR, CMYK
- E-MAIL TO: [spear@ecowatch.org](mailto:spear@ecowatch.org)
- SUBJECT AREA SHOULD READ: EWO AD OR EWO INSERT

## WEB AD SPECIFICATIONS

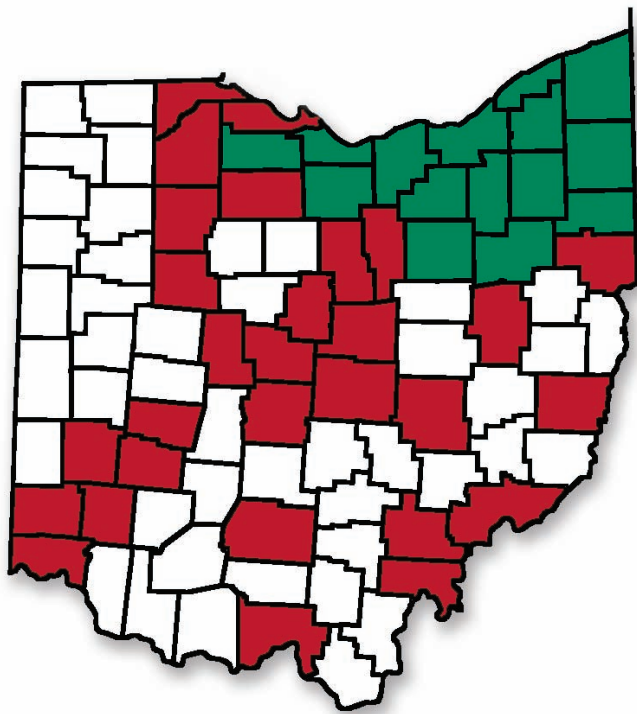
- FILE FORMATS: GIF, JPEG, PDF
- ALL ADS ARE COLOR, RGB
- MAXIMUM FILE SIZE: 50K
- NO TRANSPARENT BACKGROUNDS
- SUBJECT AREA SHOULD READ: EWO WEB AD
- E-MAIL ADS TO: [spear@ecowatch.org](mailto:spear@ecowatch.org)

## CORPORATE SPONSORSHIP

- LOGOS SHOULD BE 300 DPI
- FILE FORMATS: EPS, TIFF, JPEG
- E-MAIL LOGOS, TAG LINE AND WEBSITE TO: [spear@ecowatch.org](mailto:spear@ecowatch.org)

## INTERESTED IN ADVERTISING?

**Contact Stefanie Spear at 216-387-1609 or [spear@ecowatch.org](mailto:spear@ecowatch.org)**



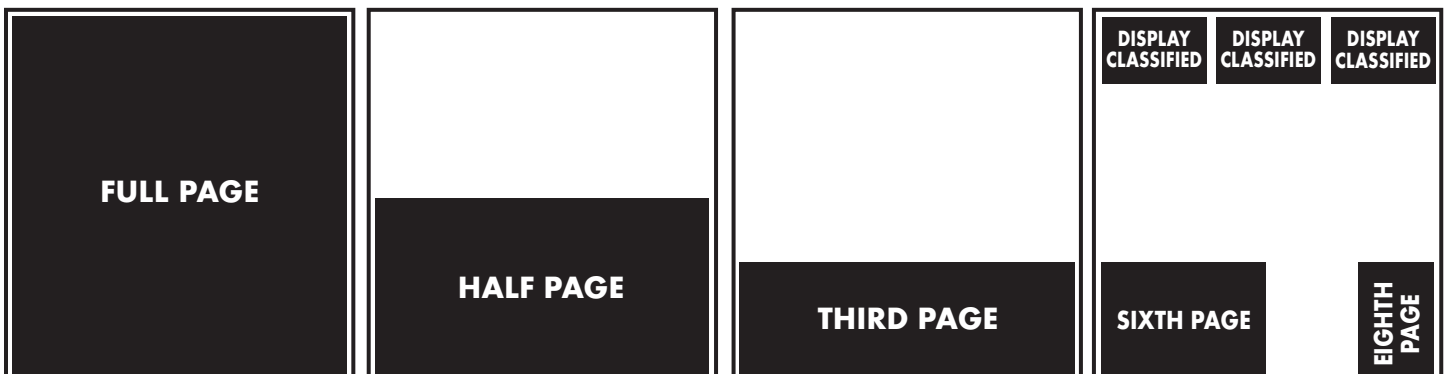
## DISTRIBUTION MAP

- Main Distribution Area - 55,000 Copies
- Additional Distribution - 15,000 Copies

## ADVERTISING RATES PER ISSUE

AD SIZES	DIMENSIONS	1x RATE	3x RATE	6x RATE
BACK COVER	10.4" wide x 9.5" high	\$1,800	\$1,620	\$1,530
FULL PAGE	10.4" wide x 11.0 high	\$1,500	\$1,350	\$1,275
HALF PAGE	10.4" wide x 6.25" high	\$900	\$810	\$765
THIRD PAGE	10.4" wide x 3.5" high	\$600	\$540	\$510
SIXTH PAGE	5.0" wide x 3.5" high	\$300	\$270	\$255
EIGHTH PAGE	2.5" wide x 3.5" high	\$200	\$180	\$170
DISPLAY CLASSIFIED	3.4" wide x 1.75" high	\$100	\$90	\$80
<b>WEBSITE</b> <small>with ad in paper</small>	<b>170 wide x 227 high</b> (pixels)	<b>\$100</b>	<b>\$90</b>	<b>\$85</b>
<b>WEBSITE</b> <small>without ad in paper</small>	<b>170 wide x 227 high</b> (pixels)	<b>\$200</b>	<b>\$180</b>	<b>\$170</b>
<b>BANNER</b> <small>with ad in paper</small>	<b>438 wide x 79 high</b> (pixels)	<b>\$200</b>	<b>\$180</b>	<b>\$170</b>
<b>BANNER</b> <small>without ad in paper</small>	<b>438 wide x 79 high</b> (pixels)	<b>\$300</b>	<b>\$280</b>	<b>\$270</b>

## ADVERTISING SIZES



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## ADVERTISING CONTRACT

I WANT TO ADVERTISE IN THE FOLLOWING ISSUE(S):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> December/January 2010<br>DEADLINE NOVEMBER 12 | <input type="checkbox"/> June/July 2010<br>DEADLINE MAY 11              | <input type="checkbox"/> December/January 2010/2011<br>DEADLINE NOVEMBER 12 |
| <input type="checkbox"/> February/March 2010<br>DEADLINE JANUARY 14    | <input type="checkbox"/> August/September 2010<br>DEADLINE JULY 13      | <input type="checkbox"/> February/March 2011<br>DEADLINE JANUARY 14         |
| <input type="checkbox"/> April/May 2010<br>DEADLINE MARCH 18           | <input type="checkbox"/> October/November 2010<br>DEADLINE SEPTEMBER 15 | <input type="checkbox"/> April/May 2011<br>DEADLINE MARCH 18                |

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BANNER <small>without ad in paper</small>	438 wide x 79 high (pixels)	\$300	\$280	\$270

THE AD SIZE I WANT TO RUN IS: \_\_\_\_\_ I WANT TO RUN IT \_\_\_\_\_ X'S

- I ALSO WANT TO RUN MY AD ON THE WEBSITE
- I ONLY WANT TO RUN MY AD ON THE WEBSITE
- A CAMERA-READY AD WILL BE E-MAILED ON OR BEFORE THE DEADLINE DATE
- I WANT ECOWATCH OHIO TO DESIGN MY AD

COMPANY \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

*Payment for ad is due at time of signed contract. Invoice showing payment will be emailed within ten days of payment. If you are advertising in multiple issue, you can pay per issue and will be invoiced two weeks prior to the distribution date. Checks should be made out to EcoWatch and mailed to P.O. Box 213, Chagrin Falls, Ohio 44022.*

X \_\_\_\_\_ Date \_\_\_\_\_

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## INSERT & CORPORATE SPONSORSHIP CONTRACT

Help us create a sustainable future for Ohio by sponsoring or putting an insert in our next issue. Get great exposure for your company by having your logo, tag line and website on the cover of EcoWatch Journal, or four-page insert in its newspaper.

### FOUR-PAGE COLOR INSERT SIZE:

- 11.375" wide x 12" high (trim size)
- 10.375 wide x 11" high (live area)
- Center Spread: 21.75" wide x 11" high (live area)



### CORPORATE SPONSORSHIP OR INSERT IN THE FOLLOWING ISSUE(S):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> December/January 2010<br>DEADLINE NOVEMBER 12 | <input type="checkbox"/> June/July 2010<br>DEADLINE MAY 11              | <input type="checkbox"/> December/January 2010/2011<br>DEADLINE NOVEMBER 12 |
| <input type="checkbox"/> February/March 2010<br>DEADLINE JANUARY 14    | <input type="checkbox"/> August/September 2010<br>DEADLINE JULY 13      | <input type="checkbox"/> February/March 2011<br>DEADLINE JANUARY 14         |
| <input type="checkbox"/> April/May 2010<br>DEADLINE MARCH 18           | <input type="checkbox"/> October/November 2010<br>DEADLINE SEPTEMBER 15 | <input type="checkbox"/> April/May 2011<br>DEADLINE MARCH 18                |

CORPORATE SPONSORSHIP	1x RATE	3x RATE	6x RATE
INCLUDES LOGO, TAG LINE & WEBSITE	\$1,000	\$900	\$850
FOUR PAGE INSERT	1x RATE	3x RATE	6x RATE
CENTER SPREAD FOUR PAGE COLOR INSERT	\$2,400	\$2,160	\$2,040
Additional copies: 2,500 copies = \$400; 5,000 copies = \$500; 10,000 copies = \$800; 20,000 copies = \$1,200			

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