Who Are We Now?
Cleveland MAGAZINE

#THIS IS CLE
Our Survey Rates CLE As A Place To Raise A Family, Find A Job & Make A Difference

SLAM DUNK
King James Ranks As Our Best Ambassador

WE BELIEVE
Fan Defenders Of The Land Tell Their Stories

PLUS: NEW LAKE ERIE CRUSHERS OWNERS ARE HAVING A BALL IN AVON

Champions for Cleveland since 1972
Audience & Reach

Each Month
31,823  
CVC Audited Circulation
282,266  
Total Readership
3,013  
Newsstand Sales
47,495  
Website Users

98% of our subscribers read Cleveland Magazine on a regular basis.

74% of our subscribers keep Cleveland Magazine for one month or longer.

On average, our readers refer to each issue of Cleveland Magazine 6 times.

Readers spend an average of 1 hour reading each monthly issue.

FOR MORE INFORMATION: adsales@clevelandmagazine.com  /  P: 216.377.3638
CONNECT WITH US: facebook.com/ClevelandMagazine  @ClevelandMag
HELPING YOU NAVIGATE THE DIGITAL WORLD

Digital Marketing

Website & Mobile Website Development:
Mobile site optimization

SEO/SEM

National Targeted Network Banner Ads:
- Target by: interests, topic, occupation, geography, keyword, demographic
- Search and site retargeting
- Geofencing Mobile

Video Pre Roll:
- National Targeted Network
  - YouTube

Social Media:
- Sponsored posts
- Sponsored pages
- Contesting
- Promoted events

Local Network:
- Banners
- Contesting
- Native
- Quizzes

Newsletter Sponsorship

Email Marketing
- B2C
- B2B

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**Rates and Sizes**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Top of page</td>
<td>$400/month</td>
</tr>
<tr>
<td>(728 x 90)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>Right side</td>
<td>$350/month</td>
</tr>
<tr>
<td>(300 x 600)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-copy Box</td>
<td>Right side</td>
<td>$250/month</td>
</tr>
<tr>
<td>(300 x 250)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Banner</td>
<td>Right side</td>
<td>$150/month</td>
</tr>
<tr>
<td>(300 x 150)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sponsored Content**

- Embedded Content + Splash Page (1,500 words + photos) $1,500/month
- Clicked In 2-Week Contesting (300 x 250) $650/2-week
- Roadblock Home Page Takeover (728 x 90, 300 x 600, 300 x 250) $750/week
- Section Sponsorship (728 x 90, 300 x 600, 300 x 250) $480/week
- Email Newsletter Weekly sponsorship (Two Medium rectangles, only one available per week) $500
- Custom Direct Email E-Blast (540 x 540, only one available per week) $1,000

All online advertising will run in rotation throughout the site except when special ad packages have been purchased. Monthly rates are based on 15,000 page views per month. Additional page views can be purchased at discounted rates.

**Web Advertising Digital File Requirements**

- File size limit = 50k
- Looping restrictions = unlimited

Supported file types (created by advertiser): Static .jpg or .gif, Animated .gif, html or Flash .swf with ClickTag embedded. (Contact us if your preferred file format is not listed here.)

Please provide a destination URL with all digital file submissions.

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For more information: adsales@clevelandmagazine.com / P: 216.377.3638

Connect with us: Facebook.com/ClevelandMagazine / @ClevelandMag
## Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>EDITORIAL</th>
<th>ADVERTISING SECTIONS</th>
<th>SUPPLEMENTS</th>
<th>SPACE CLOSE</th>
<th>ADS DUE</th>
</tr>
</thead>
</table>
| JAN   | 12/19 | Most Interesting People | • Elegant Wedding  
• LEMTA Mid-America Boat Show | • NARI Home Improvement Show  
• SuperLawyers  
• Beachwood | 11/20 | 11/27 |
| FEB   | 1/23  | Date Night CLE | • Camp Guide | • Go Red for Women  
• Great Big Home & Garden Show Guide  
• Community Leader - Power 100 | 12/22 | 12/29 |
| MAR   | 2/20  | Home Design | • Guide to Education  
• NEW Home Design Look Book | • Cracker Park/Eton  
• Five Star Wealth Managers  
• Brunswick | 1/22 | 1/29 |
| APR   | 3/20  | Music in CLE | • Education Profiles  
• Summer Camp Ad Directory  
• Best of the East Finalists  
• Best of the West Finalists  
• NEW At Home Section | • City Guide  
• LifeBanc | 2/19 | 2/26 |
| MAY   | 4/17  | Silver Spoon Awards - Best Restaurants | • Restaurant Guide  
• Retirement Living | • Arthritis Foundation  
• OLA Landscape Ohio  
• NARI Remodeled Ohio | 3/19 | 3/26 |
| JUN   | 5/22  | Rating the Suburbs | • Summer Fun Guide  
• City of Rocky River  
• Top Realtors/Mortgage Bankers | • Fossas of Care  
• Cracker Park/Eton | 4/23 | 4/30 |
| JUL   | 6/19  | Lakes and Rivers | • Healthy Living (Beauty)  
• Best of the East Winners  
• Best of the West Winners | • Community Leader | 5/21 | 5/28 |
| AUG   | 7/24  | Top Doctors | • Strongsville | • NorthCoast 99 – Best Places to Work  
• Celebrate Westlake  
• OLA Landscape Ohio | 6/25 | 7/2 |
| SEP   | 8/21  | Private Schools | • Private Schools  
• Willoughby Western Lake County | • Lakewood  
• NARI Remodeled Homes Tour | 7/23 | 7/30 |
| OCT   | 9/18  | Best of Cleveland | • Education  
• Top Dentists | • NARI Remodeled Ohio | 8/20 | 8/27 |
| NOV   | 10/23 | Food | • Full Dining Guide  
• Retirement Living | • Cracker Park / Eton  
• Village of Chagrin Falls  
• Community Leader Guide to Charitable Giving + Biz Hall | 9/24 | 10/1 |
| DEC   | 11/20 | TBD | • Fossas of Cleveland  
• Health Care Guide  
• Holiday Gift Guide  
• City of Avon | • Winterfest | 10/22 | 10/29 |
Community Leader is dedicated to researching, reporting and communicating the things that matter to achieve community progress in Northeast Ohio.

Community Leader uses the collaborative power of business, government and nonprofits to be the voice of economic growth, social advancement and government effectiveness in Northeast Ohio.

Business Decision Makers:
Community Leader’s audience of readers has 213% more decision makers than Crain's and SBN combined.

Full year packages start at $4,500 (net)

Advertising Deadlines
February 2018
Space Close: 12/7/17
Ads Due: 12/14/17

May 2018
Space Close: 3/8/18
Ads Due: 3/15/17

August 2018
Space Close: 6/7/18
Ads Due: 6/14/18

November 2018
Space Close: 9/6/18
Ads Due: 9/13/18

FOR MORE INFORMATION: adsales@clevelandmagazine.com / P: 216.377.3638
CONNECT WITH US: facebook.com/ClevelandMagazine @ClevelandMag
**Event Sponsorship** is a great way to meet new clients, strengthen relationships with your current clients, attract talent, create brand loyalty, secure new leads, and launch new products or services.

Our events have an average 10 year track record of success and are the leaders in their respective categories.

### Power 100

February 2018

**Invite only** group of the 100 most influential people in Cleveland and Community Leader Partners

### Best of the East Party

April 2018

Executive Caterers at Landerhaven

800 locals from the east side suburbs there to sample the best food, talk with owners of local shops and vote for their favorites.

### Best of the West Party

April 2018

LaCentre

800 locals from the west side suburbs there to sample the best food, talk with owners of local shops and vote for their favorites.

### puLse Magazine’s Best of Lorain Party

June 2018

Spitzer Center at Lorain Community College

800 locals from Lorain County to there sample the best food, talk with owners of local shops and vote for their favorites.

### Faces of Care Gala

June 2018

Embassy Suites Cleveland - Rockside

600 of the top professionals in nursing and medicine.

### Super Lawyers

September 2018

200 of the top attorneys in Cleveland as voted on by their peers.

### Best of Cleveland Party

October 2018

Rock & Roll Hall of Fame

1,500 of Cleveland’s movers and shakers gather to celebrate the best food, beverage and local craftsmen.

### The Business Hall of Fame

November 2018

The Intercontinental Hotel

250-300 of Cleveland’s top business people join to induct 4-6 of our business professionals into the BHoF that includes titans of the industrial age such as Rockefeller, Mather and Eaton.

### The Most Interesting People Reception

November 2018

Every year Cleveland Magazine hosts the best cocktail party in the city. Our January Most Interesting People issue brings together sports stars, news makers, civic activists, noted chefs, innovative entrepreneurs and personalities who are shaping our city. Then we get them talking about anything — and everything.
Do you wish to receive (continue to receive) a free subscription to Cleveland Magazine?

[ ] Yes  [ ] No

If yes, please fill in the information requested below and return to Cleveland Magazine or to your Cleveland Magazine representative.

Signature (required): ____________________________________________________________

Name (please print): ____________________________________________________________

Company Name: __________________________________________________________________

Company Address: __________________________________________________________________

City/State/ZIP: ___________________________________________________________________

Telephone: ______________________________________________________________________

Fax: __________________________________________________________________________

Account Executive: __________________________________________________________________

Date: __________________________________________________________________________

PLEASE RETURN COMPLETE FORM TO:
1422 Euclid Avenue, Suite 730
Cleveland, Ohio 44115
circulation@clevelandmagazine.com

For more information about advertising, call your account representative today at 216-377-3638.
FTP Site Instructions

DIGITAL FILE SUBMISSIONS TO FTP SITE

1. Navigate to www.glpublishing.com and select FTP Login

2. Enter User Name and Password, or click to register. (You select your own User Name and Password and have immediate access to the site.)

3. You can view any previously uploaded file or click NEW to begin the FTP upload process.

4. Complete the information form and upload the file attachment. Include any special instructions. Be sure to select the Sales Rep and Publication for the file submission. "Goes To" and "File Type" will default to most common selections and can be left unchanged.

Click Submit to complete the FTP upload.

If you have any questions about the FTP site, please email our production department at production@glpublishing.com. Make sure to include the proper publication in the subject line.
Custom Inserts

A Unique Way to Get Your Message to 282,000+ Readers

Cleveland Magazine is excited to offer a unique way to help your message reach the best customers Northeast Ohio.

Our readers are your buyers...

These special inserts are a great way to draw more attention to your organization, products, services or events.

Section Specifications
- Dimensions: 8” x 10.875”
- Paper: all inserts will appear on 40# text stock in the magazine
  - 4 and 8 page inserts will be on 100# text
  - 12, 16 and 24 page inserts will be on 80# text
  - 32+ page inserts will be on 60# text
- Bound into full run of one issue of Cleveland Magazine
- An electronic flipbook of your insert, with hyperlinks to embedded URLs
- 1,000 client copies printed on heavier paper included
- Additional overrun copies are 50¢ each
- Cleveland Magazine editorial and design service included

Total Cost

<table>
<thead>
<tr>
<th>Insert Size</th>
<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>4-Page Insert</td>
<td>$8,000</td>
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<tr>
<td>8-Page Insert</td>
<td>$12,500</td>
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<tr>
<td>12-Page Insert</td>
<td>$17,500</td>
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<tr>
<td>16-Page Insert</td>
<td>$22,000</td>
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<td>24-Page Insert</td>
<td>$32,000</td>
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<td>32-Page Insert</td>
<td>$40,000</td>
</tr>
<tr>
<td>40-Page Insert</td>
<td>$48,000</td>
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</table>

All rates are net.

WE CAN HELP!
Many section prices are drastically reduced through advertising support.
Print Rates

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<thead>
<tr>
<th>GROSS RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Full page</td>
<td>5030</td>
<td>4105</td>
<td>3690</td>
<td>3355</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3705</td>
<td>3025</td>
<td>2720</td>
<td>2470</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2825</td>
<td>2305</td>
<td>2070</td>
<td>1880</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1940</td>
<td>1585</td>
<td>1425</td>
<td>1295</td>
</tr>
<tr>
<td>1/4 page*</td>
<td>1500</td>
<td>1225</td>
<td>1100</td>
<td>1000</td>
</tr>
<tr>
<td>1/6 page</td>
<td>1067</td>
<td>875</td>
<td>785</td>
<td>725</td>
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<tr>
<td>COVER 2</td>
<td>7060</td>
<td>5765</td>
<td>5175</td>
<td>4705</td>
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<td>Page 1</td>
<td>6175</td>
<td>5045</td>
<td>4530</td>
<td>4120</td>
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<tr>
<td>COVER 3</td>
<td>6175</td>
<td>5045</td>
<td>4530</td>
<td>4120</td>
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<tr>
<td>COVER 4</td>
<td>7940</td>
<td>6485</td>
<td>5825</td>
<td>5295</td>
</tr>
</tbody>
</table>

*1/4-page advertisements are available in select special sections and custom publications. 15% discount credited to recognized agencies.

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Bleed Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625” x 10”</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7” x 4.875”</td>
</tr>
<tr>
<td>1/2 Page (vertical)</td>
<td>4.625” x 7.5”</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4.625” x 4.875”</td>
</tr>
</tbody>
</table>

*1/4 Page (vertical) 2.25” x 10”
*1/3 Page (vertical) 2.25” x 4.875”
*1/4 Page (horizontal) 3.375” x 4.875”
*1/8 Page (horizontal) 3.375” x 2.375”

Final trim size of publication is 8” x 10.875”. Keep live matter 1/4” from the trim edge top and bottom and 1/2” from both side trim edges. All spreads should be set up as a two-page document. * 1/8-page and 1/6-page advertisements are available in select special sections and custom publications. Please contact your account representative for details and availability.

Client-Supplied Advertisement Specifications

PDF documents are preferred. Files should be 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press-time.

Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.

Spot Color and RGB Ads: (Use of PMS inks) We do not support spot color or RGB printing for the publication. Therefore, 2- and 3-color and RGB ads must be produced in a CMYK equivalent.

Specifications: All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press quality PDF file is available at www.glpublishing.com.

Accepted Media: Files may be submitted on CD/DVD or sent to our FTP site. Visit glpublishing.com for step-by-step instructions.

Programs: Great Lakes Publishing produces all publications using the Adobe Creative Suite of programs. If you have documents produced in another program, please provide us with a press-ready CMYK PDF.

For further information on our digital specifications or ad material closing dates, please contact our production manager at 216-771-2833.

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