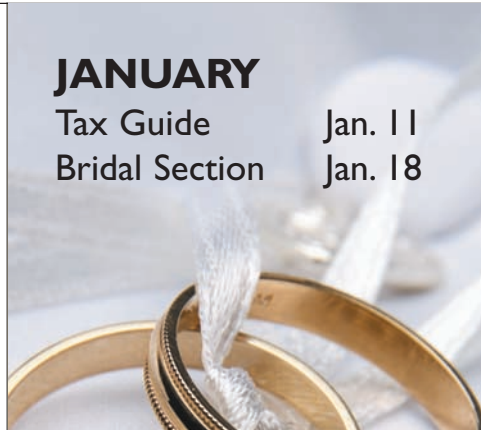




2009 special sections*

JANUARY

Tax Guide Jan. 11
Bridal Section Jan. 18



FEBRUARY

Next 50 Feb. 3
Valentines Feb. 3
Daytona 500/
NASCAR Feb. 10
Lake Living Feb. 17

MARCH

March Madness
March 23

Golf Preview
March 23



APRIL

Lawn & Garden April 11
Green Progress April 18
Spring Home Improvement April 25
Business Card Insert April 25

MAY

Pet Care Week May 3



JUNE

Graduation Tab June 7
Portage Lakes Spotlight June 28

JULY

Springfield/Lakemore July 12
Soap Box Derby July 19
Hall of Fame/
World Series of Golf July 26

AUGUST

Fall Sports Preview Aug. 23

SEPTEMBER

Women's Leadership
Medical Directory
Sept. 26

OCTOBER

Business Card Insert
Oct. 4



NOVEMBER

Holiday Theme Pages
Nov. 22 & 29

DECEMBER

Holiday Theme Pages
Dec. 6, 13 & 19
Holiday Coloring Book

*Subject to change

the Suburbanite

Your Source For Community and School News Coverage



**MEDIA
GUIDE
2009**



Call us at 330.899.2872 to advertise in *The Suburbanite* today!

3577 S.Arlington Rd. ,Akron, Ohio 44312 ■ 330-899-2872

www.thesuburbanite.com

the Suburbanite

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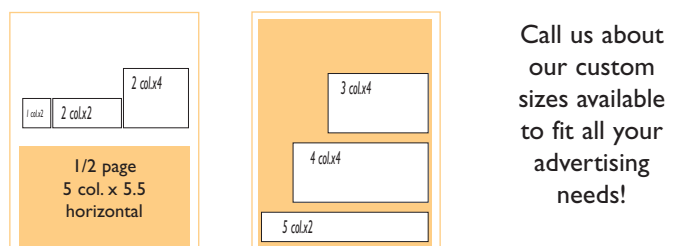
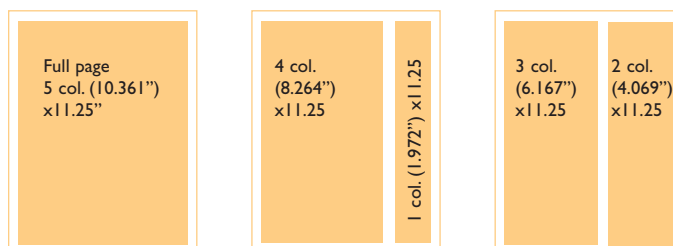
For advertising information, contact
Daniel J. Mucci, General Manager at
330.899-2872, ext. 14 or at
dan.mucci@cantonrep.com

For editorial information, contact
Tammy Proctor, Editor
at 330.899-2872, ext. 19 or at
tammy.proctor@cantonrep.com

Classified advertising 1-877-580-8400

Artwork requirements

- All digital files must be a minimum of 300 dpi.
- All digital images are preferred in .tif format, but .eps and .jpg formats will also be accepted. High quality print PDF, Quark files or Photoshop also accepted.
- All vector images must be saved as an .eps with all text converted to paths or outlines.
- Ads sent camera ready are subject to final approval by *The Suburbanite*



Call us about our custom sizes available to fit all your advertising needs!

Advertising rates

AD RATES	1x	4x	13x	26x	52x
Logo ad	\$10.90	\$9.60	\$9.27	\$8.72	\$8.18
	1.972"x1" (1 col. x1)				
Cube ad	\$21.80	\$19.20	\$18.53	\$17.44	\$16.35
	1.972"x2" (1 col. x2)				
Business card	\$43.60	\$38.40	\$37.06	\$34.88	\$32.70
	4.069"x2" (2 col. x2)				
Eighth page ad	\$87.20	\$76.80	\$74.12	\$69.76	\$65.40
	4.069"x4" (2 col. x4)				
Quarter ad	\$174.40	\$153.60	\$148.24	\$139.52	\$130.80
	4.069"x8" (2 col. x8)				
A third pg ad	\$239.80	\$211.20	\$203.83	\$192.20	\$179.85
	4.069"x11" (2 col. x11)				
Half page	\$261.60	\$230.40	\$222.36	\$209.28	\$196.20
	6.167"x8" (3 col. x8)				
Two third ad	\$359.70	\$316.80	\$305.75	\$287.76	\$269.78
	6.167"x8" (3 col. x11)				
Half page	\$294.30	\$259.20	\$250.16	\$235.44	\$220.73
	10.361"x5.5" (5 col. x5.5)				
Full page	\$599.50	\$528.00	\$502.58	\$479.60	\$449.63
	10.361"x11" (5 col. x11)				
All ad sizes not listed are \$12.50 per column inch					
Spot color	\$2.50 per column inch/maximum \$55				
Processed color	\$5.00 per column inch/maximum \$150				

Inserts

SINGLE CARD	TIMES	RATE
	1 to 6 times	\$35 per thousand
	7 to 12 times	\$34 per thousand
	13 to 25 times	\$33 per thousand
	26 to 52 times	\$32 per thousand
MULTIPLE INSERTS	TIMES	RATE
	4 pages	\$54 per thousand
	8-12 pages	\$55 per thousand
	16 pages	\$56 per thousand

Internet advertising

AD RATES - BY MONTH	1	6	12
Banner, Leaderboard, Skyscraper ads	\$150	\$125	\$100
Cube Ads	\$100	\$75	\$50
Yellow Page ads	\$105	\$90	\$75
Top Ads	\$10 a week		

Legal Rates \$10 per column inch
Post It Notes \$53 per thousand
* Business Builder \$9.60

If run your ad for four consecutive weeks without changes, you are eligible for our business builder rate.

POLICIES:

- All retail rates are non-commissionable.
- All bills for retail and classified are due upon receipt. Past due balances subject to 1.5 percent service charge. Advertiser may be billed for advertising with prior credit approval, otherwise all advertising is cash with copy.
- All "Going Out of Business" advertising is accepted on a cash with copy basis only
- All political advertising must be prepaid and conform to the conditions outlined under Retail Rate Policy, Contract and Copy regulations and all state and federal laws.
- The Publisher will not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement which the error occurred.



CONSUMER PROFILE

The Suburbanite newspaper is a community newspaper that is well read throughout southern Summit County and northern Stark County. Our readers rely on the newspaper for fair and accurate coverage of their communities.

DEMOGRAPHIC

Male/Female	48.94%/51.06%
Married/Single	61.08%/38.92%
Average Home Value	\$135,948
Average Age	40.7
Average HHI	\$63,186
College Graduates	24.15%
Family Households	72.17%

DISTRIBUTION

The Suburbanite is delivered in northeastern Ohio to households in the following communities: Coventry, Green, Lake, New Franklin, Lakemore and Springfield.

Total circulation 33,800
Total readership 101,400 est. (CAC data)

SUBSCRIPTIONS

Annual subscriptions are available by mail or home delivery for \$20 in our area and \$38 out of area.

SINGLE COPY SALE

Copies of *The Suburbanite* are delivered free to customers in our delivery area. It is also for sale at ACME in Manchester; Green & Barberton Giant Eagles, Lakeview and Woody's Restaurant, Portage Lakes IGA, Cope Pharmacy, Beiler's Market, Hartville Hardware and Frontier Restaurant.

ADVERTISING PROOFS

Proofs will be furnished to advertisers for first run ads for the purpose of correcting errors, not changes or additions to original copy. Advertising copy must be submitted by deadlines to receive proofs.

why advertise in print?

Preferred by American Executives?

Of America's 630,000 senior business executives, they still rely on newspapers for their information. Ninety percent have read the last issue of a print medium.

Newspaper inserts drive sales:

Consumers pay more attention to newspaper inserts and circulars today than they did five years ago and that of all other media. Inserts help consumers determine which products to buy; 51 percent use to complete shopping gifts; 50 percent browse for new products; 55 percent clip coupons; and 37 percent take the insert to the store.

Consumers

Consumers have increased attention to newspaper advertising from 36 percent to 48 percent in the last two years.

Newspapers stay in households

Newspapers are read by multiple residence in the household and often stay in the house until the next paper is delivered. The readership value increases thus the advertiser is reaching more potential consumers.

Newspapers vs television

In the last 10 years, television viewership has declined 34 percent, which will further decline when TiVo will be in 50 percent of the homes by 2010 and viewers by-pass commercials. Meanwhile, readership in newspapers has increased 16 percent.

Readers have faith in newspapers

Andy Rooney says people have faith in their newspapers. Readers check their newspaper every week ... We read our newspapers too for all the good pieces of information that television has no time for ... Newspapers are subjected to a kind of scrutiny other media outlets are not.

Suburbanite Readership:

- 96 percent receive the paper weekly;
- 56 percent have three or more people read the paper weekly;
- 57 percent keep until the next issue;
- 57 percent of our readers frequently purchase products from our advertisers.
- 59 percent of readers always read the classifieds
- Three or more members in a household typically read the paper.
- 79 percent of recipients regularly read the paper

Sources: Verified audit circulations, N.Y. Times company and Gatehouse Media. Statistics are provided by Certified Audit of Circulations, Inc.