

Ohio matters

OHIOCHAMBER.COM

2010 Media Kit

AN OFFICIAL PUBLICATION OF THE OHIO CHAMBER OF COMMERCE



THE
VOICE
OF OHIO
BUSINESS





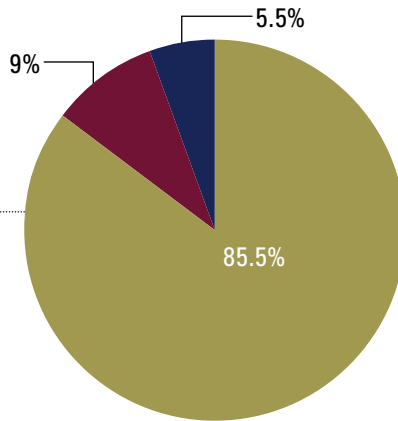
Ohio Chamber Members

Gain more value from Ohio's bimonthly magazine for business issues.

Align your company with THE voice of Ohio business. More than 5,400 executives and owners plus top decision-makers in state government rely on *Ohio Matters* for its comprehensive insight, calls to action, forecasts, regulatory impact and more.

NUMBER OF EMPLOYEES

■ 100 or fewer ■ 101-500 ■ 500+



MEMBER INDUSTRIES

INDUSTRY	% MEMBERS
Services	27.3%
Manufacturing	20.0%
Retail Trade	11.0%
Construction	10.0%
Non-Classified (Chambers of Commerce/Economic Development and Non-Profit)	9.7%
Transportation, Communications, Electric, Gas, Sanitation Services	6.6%
Finance, Insurance and Real Estate	6.1%
Public Administration	3.9%
Wholesale Trade	3.2%
Agriculture, Fishing & Forestry	2.2%

5,400 Readers

Northwest: 18%

Northeast: 29%

Central: 22%

Southeast: 8%

Southwest: 18%

Out of state: 5%

OHIO CHAMBER OF COMMERCE MEMBERS INCLUDE:

Anthem Blue Cross and Blue Shield
 Bob Evans Farms
 Continental Airlines
 Dana Corp
 Ernst & Young
 The Goodyear Tire & Rubber Co.
 Grange Insurance
 Hartzell Industries
 Key Corp.
 KMPG
 The Lubrizol Corporation
 The Ohio State University
 Precision Overhead Door
 PPG Industries
 The Scotts Miracle-Gro Company
 Timken
 Wendy's Corp.

MEMBERSHIP BY JOB TITLE

TITLE	% MEMBERS
Chairman/ /President/ Owner/C-level	40.4%
VP/Director/GM/Executive level	31.6%
Accounting/Tax/Benefits/HR titles	2.4%
Chamber of Commerce Members/Board	.4%
Manager/Business Dev/ Gov't Affairs/HR	18.8%
Admin/Secretary/Coordinator	3.7%
Lawyers	2.5%

MEMBERSHIP BY REGION

Northeast: Ashland, Ashtabula, Cuyahoga, Erie, Geauga, Holmes, Huron, Knox, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Wayne

Northwest: Allen, Auglaize, Champaign, Crawford, Darke, Defiance, Fulton, Hancock, Hardin, Henry, Logan, Lucas, Marion, Mercer, Miami, Morrow, Ottawa, Paulding, Putnam, Sandusky, Seneca, Shelby, Van Wert, Williams, Wood, Wyandot

Central: Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, Union

Southeast: Athens, Belmont, Carroll, Columbiana, Coshocton, Gallia, Guernsey, Harrison, Hocking, Jackson, Jefferson, Lawrence, Meigs, Monroe, Morgan, Muskingum, Noble, Perry, Tuscarawas, Vinton, Washington

Southwest: Adams, Brown, Butler, Clark, Clermont, Clinton, Fayette, Greene, Hamilton, Highland, Montgomery, Pike, Preble, Ross, Scioto, Warren



January/February

Economic Forecast

- Annual economic forecast
- Members share their 2010 predictions
- 2010 Ohio Chamber Outlook

Advertising close: Dec. 14
Mail date: Jan. 15

March/April

Healthcare

- Health care legislation impact on Ohio employers
- Companies keep employees healthy
- Health care solution providers
- Election primary season

Advertising close: Feb. 15
Mail date: Mar. 12

May/June

Green

- Ohio manufacturers create green
- Environmental business practices happening here
- LEED-certified building construction
- Annual meeting overview

Advertising close: April 12
Mail date: May 14

July/August

Technology

- Social media in workplace
- New technologies help small business
- Ohio manufactures tech components
- Tech in electioneering

Advertising close: June 14
Mail date: July 16

September/October

Election Issue

- Chamber Choice candidate profile
- Ohio Supreme Court races
- Endorsed candidates
- Issues on ballot
- Predictions for election night

Advertising close: Aug. 16
Mail date: Sept. 17

November/December

Election Recap

- Recap election winners
- What election results mean
- Preview of 2011 General Assembly

Advertising close: Oct. 15
Mail date: Nov. 12

**Subject to change in order to provide updated information on pressing state issues.*

DO YOU HAVE AN EDITORIAL TOPIC OR IDEA TO SHARE?

Contact managing editor Ann Gynn at (216) 523-1212, ext. 17





Ad Sizes & Rates

RATES*

Inside Cover Front & Back	\$2,500
Inside Full Page	\$2,000
Half Page	\$1,000
Quarter Page	\$500

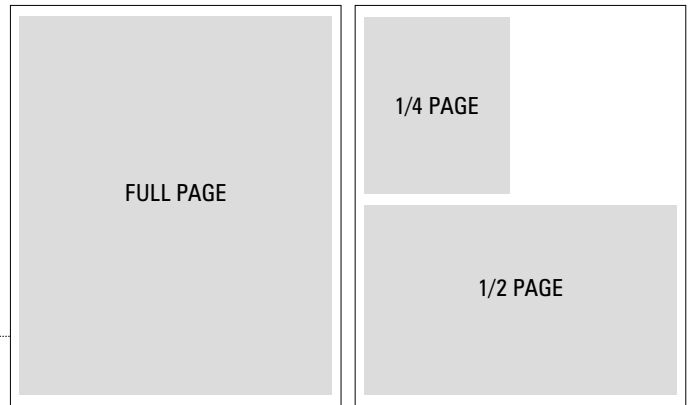
**all rates include standard 4-color process.
Additional \$500 for PMS match.*

DISCOUNT

15% discount off listed rates for Ohio Chamber of Commerce members.

DISTRIBUTION

Ohio Matters is delivered to 5,300 individual Chamber members and Ohio's 132-member General Assembly.



AD SIZE SPECIFICATIONS

Full page (live area): 7.5" w x 9.625" h

With bleed: 8.75" w x 11.25" h

Trimmed to: 8.5" w x 11 h

1/2 page horizontal: 7" w x 4.75" h

1/4 page vertical: 3.4167" w x 4.75" h



ARTWORK SPECIFICATIONS

- High-resolution PDFs with all fonts embedded
- Adobe InDesign CS2 or CS3
- Adobe Illustrator CS2 or CS3
- Adobe Photoshop CS2 or CS3
- QuarkXPress 6 or 7

After submitting artwork electronically, fax proof to (216) 241-5458.

Mail material to: Wise Group, Attn: Andrea Jager, 812 Huron Rd., Suite 201, Cleveland, OH 44115

For more information, contact Andrea Jager at (216) 523-1212 x20 or artwork@wisegroup.com.

FOR ADVERTISING INFORMATION:

Contact Donna Theberge at (440) 824-0319 or donna@wisegroup.com



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