

# Ohio matters

OHIOCHAMBER.COM

2012 Media Kit

AN OFFICIAL PUBLICATION OF THE OHIO CHAMBER OF COMMERCE

THE  
VOICE  
OF OHIO  
BUSINESS





# Ohio Chamber Members

## Editorial content includes:

In-depth stories on business in Ohio and legislative issues, proposed policies, statehouse insider, member profile and much more!

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

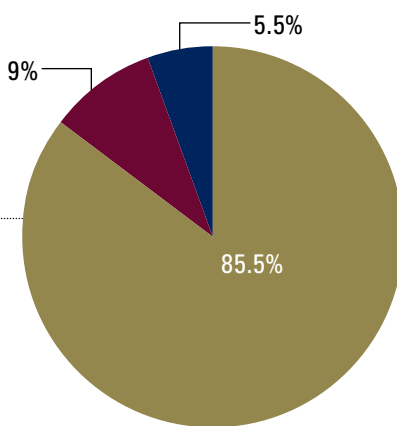
Align your company with THE voice of Ohio business. More than 5,400 executives and owners plus top decision-makers in state government rely on *Ohio Matters* for its comprehensive insight, calls to action, forecasts, regulatory impact and more.

### MEMBER INDUSTRIES

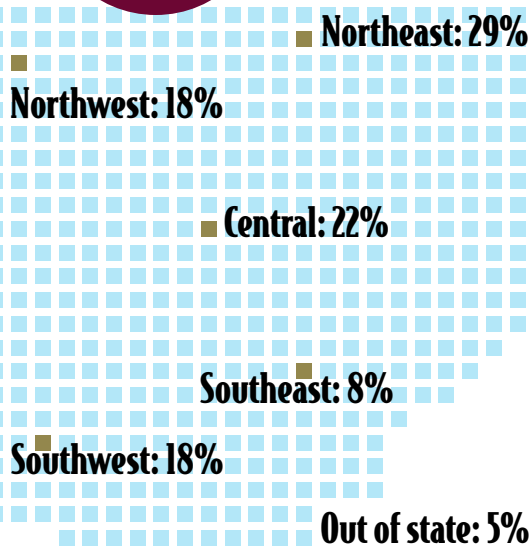
INDUSTRY	% MEMBERS
Services	27.3%
Manufacturing	20.0%
Retail Trade	11.0%
Construction	10.0%
Non-Classified (Chambers of Commerce/ Economic Development and Non-Profit)	9.7%
Transportation, Communications, Electric, Gas, Sanitation Services	6.6%
Finance, Insurance and Real Estate	6.1%
Public Administration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

### NUMBER OF EMPLOYEES

■ 100 or fewer ■ 101-500 ■ 500+



**5,400 Readers**



### OHIO CHAMBER OF COMMERCE MEMBERS INCLUDE:

Anthem Blue Cross and Blue Shield  
 Bob Evans Farms  
 Chesapeake Energy Corp.  
 Ernst & Young  
 The Goodyear Tire & Rubber Co.  
 Google  
 Grange Insurance  
 Hartzell Industries  
 Huntington Bancshares, Inc.  
 Key Corp.  
 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



## 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.

## ADVERTISING SPACE DEADLINES

**January/February**  
Advertising close: Dec. 14  
Mail date: Jan. 16

**March/April**  
Advertising close: Feb. 15  
Mail date: Mar. 12

**May/June**  
Advertising close: April 12  
Mail date: May 14

**July/August**  
Advertising close: June 14  
Mail date: July 16

**September/October**  
Advertising close: Aug. 16  
Mail date: Sept. 17

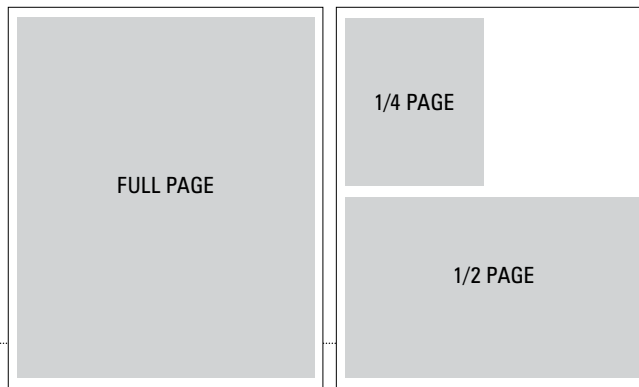
**November/December**  
Advertising close: Oct. 15  
Mail date: Nov. 12

## 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 CS4 or CS5
- Adobe Illustrator CS4 or CS5
- Adobe Photoshop CS4 or CS5

After submitting artwork electronically, fax proof to (440) 250-7001.

Mail material to: Smart Business, Attn: Andrea Jager, 835 Sharon Drive, Suite 200, Cleveland, OH 44145

For more information, contact Andrea Jager at (440) 250-7036 or [ajager@sbnonline.com](mailto:ajager@sbnonline.com).

## FOR ADVERTISING INFORMATION:

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