



What We Publish

The Daily Reporter is a newspaper of general circulation, and is the official newspaper for all Courts of Record of Franklin County, Ohio.

In March 1876, the Ohio General Assembly approved legislation providing for publication of

certain advertisements, notices and proclamations in newspapers. In 1897, *The Daily Reporter* was designated the newspaper of record by Franklin County. Although it was founded only a year earlier, the fledgling newspaper already had established itself as a reliable source of legal information.

Today, *The Daily Reporter* continues to serve the public and the courts as the area's only official legal journal, providing timely and accurate information on issues of concern. Legal listings regularly published in *The Daily Reporter* include:

- Vendors' licenses
- Deeds and mortgages
- Mechanics' liens
- Public notice advertising
- Marriages and divorces
- New corporations
- Sheriff's sales
- Bankruptcies
- Court assignments
- Affidavits for lien

We Target What

The Daily Reporter's long-standing relationships with Central Ohio's most prestigious business associations position us as the marketing vehicle of choice for businesses wanting to reach the community's decision makers. Our readers include all members of the following groups:



Builders Exchange of Central Ohio



Columbus Metropolitan Club



Columbus Bar Association

Year-Round Opportunities

DAILY ADVERTISING

The Daily Reporter offers a variety of daily newspaper advertising options. Advertisers may reserve space on a daily, weekly, monthly or annual basis. We offer a variety of marketing programs designed for the specific needs of our advertisers. Additionally, we offer frequency and camera-ready discounts.

REAL ESTATE MARKETPLACE

Our Real Estate Marketplace allows advertisers to reach all *Daily Reporter* subscribers with their commercial, industrial, residential or investment real estate marketing. This section is designed to showcase real estate for those selling, buying or leasing.

HOLIDAY PROMOTION

Take advantage of a unique marketing opportunity to promote your company's products and services. Simply decide which four one-week periods between the beginning of October and the end of December your ad will run. Advertisers have the option of changing the ad design up to four times during these months in order to market various promotions and products. For information about the total cost of this 20-ad package, contact a *Daily Reporter* account manager.

INTERNET

Instantly connect to the best resources from Central Ohio and throughout the world! The Central Ohio Source (www.sourcenews.com) is updated daily with breaking news, public records, court listings and links to other informative Web sites.

Special Sections

SMALL BUSINESS REPORTS SERIES

This collection of staff-written articles provides solutions to common business concerns, from legal issues to real estate questions to human resource matters. Owners of small businesses do not always have easy access to expert advice, but this series puts the answers at their fingertips.

LAW DAY

This week-long focus will highlight current local and national Law Day programs, and look at the profession's past, present and future. Law Day was established by President Eisenhower in 1958 to strengthen the American heritage of liberty, justice and equality and to help provide the public with an understanding of how the law protects our freedoms.

Our Featured Publications

DEVELOPING OUR COMMUNITY

We explore commercial and residential projects throughout Central Ohio, looking at communities' growth and developers' achievements. This publication divides Central Ohio into multiple sections, focusing on the development of each area.

CENTRAL OHIO BUSINESS RESOURCE GUIDE

Resource information ranging from top industries in Columbus and its suburbs to government funding and regulations are included in this annual magazine which is distributed to all *Daily Reporter* subscribers and by the Small Business Administration, the Greater Columbus Chamber of Commerce and the Columbus Metropolitan Libraries.

WOMEN IN BUSINESS

This special magazine focuses on successful women business owners and community leaders, and details resources and opportunities available to women in the workplace.

BUILDERS EXCHANGE MAGAZINES

Four times a year, *The Daily Reporter* publishes the official magazines for the BX's major events, including the annual Ohio Construction Conference, Craftsmanship Awards, Safety Awards and its annual report.

COLUMBUS BAR LAWYERS QUARTERLY

As the quarterly magazine of the Columbus Bar Association, this publication reaches all *Daily Reporter* subscribers — members of Central Ohio's most prestigious business associations, local business executives and entrepreneurs. Articles focus on legal issues impacting small and large businesses.



Policies - General/Classified

GENERAL NEWSPAPER POLICIES

Adjustments and Reinsertions - Under no circumstances will adjustments, reinsertions or refunds be made because of placement of the advertisement in the publication. We will attempt to accommodate special placements whenever possible.

Errors - *The Daily Reporter* will not be liable for the omission of any advertisement or for errors appearing in any advertisement beyond the cost of the space occupied by the error. Notification of the error must be made within one week of publication for display ads and within three days of publication for classified ads.

Special Placement - A charge of 15 percent will be made for guaranteed position whenever available.

Frequency Discounts - To qualify for frequency discount rates, all advertising must be inserted within one year of the first insertion. The number of insertions must be specified to qualify for the frequency discount rates. Advertising contracted at a frequency discount rate that is not earned within one year of the first insertion will be billed at the actual earned rate. Mixed sizes of ads are acceptable to qualify for frequency discounts.

Advertising Agency Discount - A 15 percent commission will be paid to recognized advertising agencies. This commission is not applicable to classified line ads, service directories, Real Estate Marketplace ads, or if the amount is 60 days past due.

Billing and Payments - Upon credit approval by the publisher, payment terms are 2 percent, 10 days; 15 days net. A service fee of 1.5 percent per month is added to all overdue accounts. Bills are rendered at the end of each month. (Note: Advance payment may be required of those advertisers not on a frequency contract.)

Cancellations - Ads cancelled after the space reservation deadline will be billed at 100 percent.

The Daily Reporter reserves the right to insert the word "advertisement" in all ads. Submitted advertisements are subject to the approval of the publisher. The publisher reserves the right to edit, alter or reject any or all of any advertisement submitted for publication.

CLASSIFIED POLICIES

Contract Rates - Contract rates are based on 11 lines per column-inch. The rates listed apply only to classified advertising.

Classified Advertisements - Charged by the line: 7 pt. type = 1 line; 10 pt. type = 2 lines; 14 pt. type = 3 lines

Box Reply Numbers - Available at an extra charge of \$5 pick-up; \$10 mailed. Replies are held 15 days.

Specifications - Classified ad specifications are as follows: Total columns: 9; Page depth: 20.25"; Gutter: .13" Width of columns: one - 1.13"; two - 2.38"; three - 3.69"; four - 4.94"; five - 6.25"; six - 7.5"; seven - 8.81"; eight - 10.06"; nine - 11.38".



Art Specifications

Software - We support Macintosh and most PC files, and can accept both formats if files are saved in QuarkXPress 6.5 or Photoshop CS. Illustrator and InDesign also are acceptable, but it is strongly recommended that these documents be converted to an EPS, JPEG or TIFF format.

Fonts - We accept both postscript and TrueType fonts, although some TrueType fonts may need to be substituted with our postscript fonts. When supplying fonts, please include the font suitcase and both screen and printer fonts used in your ad. In the case of PC files, we will need to substitute Mac fonts. Include the names and a hard copy of your PC fonts and an appropriate match will be found. Ads submitted using Illustrator or Freehand must have the fonts converted to outlines or paths to eliminate the need for substituting fonts. Fonts must be embedded within your PDF or EPS file and should be supplied to us as well.

Images - We can accept images and ads saved as TIFF, EPS, BMP or JPEG. Grayscale images should be saved at a resolution of 300 dpi for best results. Color images should also be saved at 300 dpi, making sure that all RGB color is converted to CMYK (four-color process). PDF files are acceptable but must be distilled at a high resolution (1200 dpi/press optimized).

Printing Specifications - Finished material is preferred in an electronic format. Camera-ready artwork is also acceptable in positive form or one-piece negative, right reading emulsion side down. The advertiser will not be charged for simple composition (i.e. halftones). Production charges are non-commissionable.

Newspaper - The method of printing is web offset on 30# newsprint. Halftones may be no more than 100 line screen. No bleeds will be used.

Magazines - Products will be printed on 60# gloss or either 50# or 60# offset, and will require 150 line screen. Magazines are trimmed and stitched to a finished size of 8.38" x 10.88". The advertiser will not be charged for simple composition (i.e. halftones). Bleeds may be used at an additional charge.

Color - Color charges are non-commissionable.

Newspaper - Four-color process and spot color are available at an additional rate of \$50 for spot color and \$250 for four-color process.

Magazines - Four-color process is available for \$500 per insertion. Client-provided separations should be 175 line. Spot color is available for \$150 per color, per insertion.

Ad Sizes

Daily Newspaper (Display)

Size	Horizontal (inches)	Vertical (inches)
clipper	3.69 x 2.38	1.75 x 4.88
1/16 page	5.56 x 2.38	1.75 x 7.5
small island	—	3.69 x 4.88
1/8 page	5.56 x 4.88	3.69 x 7.5
1/4 page	7.5 x 7.44	5.56 x 10
large island	7.5 x 10	5.56 x 15.13
1/2 page	11.38 x 10	5.56 x 20.25
full page	—	11.38 x 20.25

Service Directories

Size	Horizontal (inches)	Vertical (inches)
Single	2.69 x 2.63	—
Double	5.63 x 2.63	2.69 x 5.44

Real Estate Marketplace

Size	Dimensions (inches)
1 column	1.13 x 3.5
2 columns	2.38 x 3.5
3 columns	3.69 x 3.5
4 columns	4.94 x 3.5

Magazines

Size	Horizontal (inches)	Vertical (inches)
1/6 page	4.63 x 2.38	2.25 x 4.63
1/4 page	—	3.38 x 4.63
1/3 page	4.63 x 4.63	2.25 x 10
1/2 page	7 x 4.63	4.63 x 7
2/3 page	—	4.63 x 10
full page	—	7 x 10

Internet

Banners and tiles are effective advertising tools, and both can be hyperlinked to your Web site. A banner ad is 468 x 60 pixels or approximately 7" x 1" (depending on screen size). A tile ad is 160 x 200 pixels or approximately 2.2" x 2.7" (depending on screen size).

