

# HEIGHTS OBSERVER

READ LOCAL. SHOP LOCAL.

Published by **FutureHeights**

## 2021 Not-For-Profit Advertising Rates & Specs

Volunteer written & edited; a community-building project of non-profit FutureHeights



### Non-profit organizations pay one low rate – regardless of frequency

Documentation of non-profit status is required

	1x rate (for-profit)	Non-profit 4-Color	Non-profit Black & White	Lowest rate (24x contract)
<b>Full page back</b>	\$1,495	NA	NA	
<b>Full page inside</b>	\$1,310	<b>\$755</b> Vertical format	<b>\$720</b> 9.5" wide x 15.25" high (9 1/2 x 15 1/4)	<b>\$670</b>
<b>1/2 page</b>	\$729	<b>\$447</b> Horizontal format	<b>\$422</b> 9.5" wide x 7.5" high (9 1/2 x 7 1/2) Vertical format 4.63" wide x 15.25" high (4 5/8 x 15 1/4) Island format 7.13" wide x 9.38" high (7 1/8 x 9 3/8)	<b>\$397</b>
<b>1/4 page</b>	\$455	<b>\$268</b> Horizontal format	<b>\$246</b> 9.5" wide x 3.5" high (9 1/2 x 3 1/2) Vertical format 4.63" wide x 7.5" high (4 5/8 x 7 1/2)	<b>\$218</b>
<b>1/8 page banner</b>	\$316	<b>\$192</b> Horizontal format	<b>\$172</b> 9.5" wide x 1.75" high (9 1/2 x 1 3/4)	<b>\$142</b>
<b>1/8 page standard</b>	\$265	<b>\$172</b> Horizontal format	<b>\$151</b> 4.63" wide x 3.5" high (4 5/8 x 3 1/2) Vertical format 2.13" wide x 7.5" high (2 1/8 x 7 1/2)	<b>\$120</b>
<b>1/16 page</b>	\$168	<b>\$101</b> Horizontal format	<b>\$81</b> 4.63" wide x 1.75" high (4 5/8 x 1 3/4) Vertical format 2.13" wide x 3.5" high (2 1/8 x 3 1/2)	<b>\$75</b>

Add 15% for special positioning  
Ad design available for an extra charge

**Technical specifications:**  
320 dpi. CMYK color  
PDF format; full bleed / no crop marks

**Completion of terms:** The Heights Observer may recover unearned frequency discounts on incomplete programs by rebilling for the difference between the contracted rate and the single insertion rate on all ads that have run.

**Contact Bob Rosenbaum, [brosenbaum@heightsobserver.org](mailto:brosenbaum@heightsobserver.org); 216-401-9342**

The Heights Observer  
2843 Washington Blvd. #105, Cleveland Heights, OH 44118  
(216) 320-1423 [www.heightsobserver.org](http://www.heightsobserver.org)

Replaces all versions prior to: 11.4.20

# HEIGHTS OBSERVER

# Display Ad Formats

**1/2 Vertical**  
4 <sup>5</sup>/<sub>8</sub>" w x 15 <sup>1</sup>/<sub>4</sub>" h

**1/2 Horizontal**  
9 <sup>1</sup>/<sub>2</sub>" w x 7 <sup>1</sup>/<sub>2</sub>" h

**1/2 Island**  
7 <sup>1</sup>/<sub>8</sub>" w x 9 <sup>3</sup>/<sub>8</sub>" h

**1/4 Vertical**  
4 <sup>5</sup>/<sub>8</sub>" w x 7 <sup>1</sup>/<sub>2</sub>" h

**1/4 Horizontal**  
9 <sup>1</sup>/<sub>2</sub>" w x 3 <sup>1</sup>/<sub>2</sub>" h

**1/8 Vertical**  
2 <sup>1</sup>/<sub>8</sub>" w x 7 <sup>1</sup>/<sub>2</sub>" h

**1/16 Vertical**  
2 <sup>1</sup>/<sub>8</sub>" w x 3 <sup>1</sup>/<sub>2</sub>" h

- Use for e-news "small" ad
- Use for e-news "large" ad

**1/8 Horizontal**  
4 <sup>5</sup>/<sub>8</sub>" w x 3 <sup>1</sup>/<sub>2</sub>" h

**1/16 Horizontal**  
4 <sup>5</sup>/<sub>8</sub>" w x 1 <sup>3</sup>/<sub>4</sub>" h

**1/8 Banner**  
9 <sup>1</sup>/<sub>2</sub>" w x 1 <sup>3</sup>/<sub>4</sub>" h