



meltmag.com

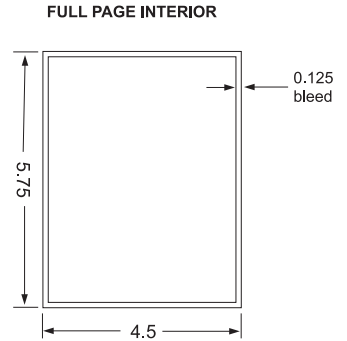
27 east fifth avenue columbus, ohio 43201 614.280.0100 voice 614.245.0180 fax

# AD RATE SHEET ( SEPT 2010 )

## FULL PAGE

\$450 @ Single Run  
\$375 @ 6 Month (contract total \$2250)  
\$300 @ 12 Month (contract total \$3600)

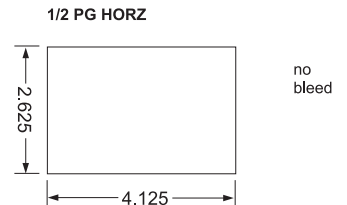
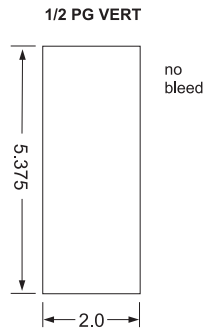
FULL PAGE dimension is 4.5" x 5.75" ( includes 1/8" bleed )  
files accepted: tiff., psd., pdf., or jpg.



## 1/2 PAGE (VERT or HORZ)

\$275 @ Single Run  
\$245 @ 6 Month (contract total \$1470)  
\$200 @ 12 Month (contract total \$2400)

1/2 PAGE dimension varies based on orientation.  
VERT 1/2 PAGE is 2.0" wide x 5.375" tall.  
HORZ 1/2 PAGE is 4.125" wide x 2.625" tall.

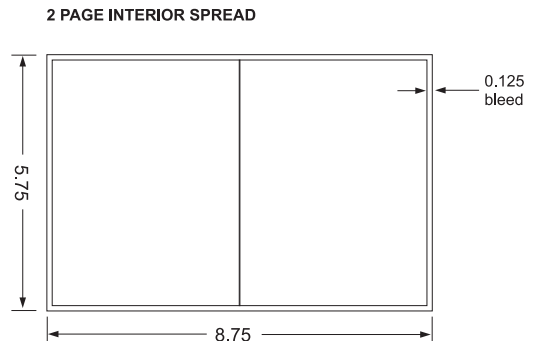


1/2 pages are not printed to edge and therefore do not require an additional bleed area. files accepted: tiff., psd., pdf., or jpg.

## 2 PAGE INTERIOR SPREAD

\$900 @ Single Run  
\$800 @ 6 Month (contract total \$4800)  
\$700 @ 12 Month (contract total \$8400)

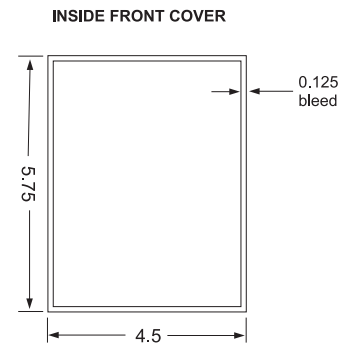
2 PAGE INTERIOR SPREAD dimension is 8.75" x 5.75"  
( size includes 1/8" bleed ) files accepted: tiff., psd., pdf., or jpg.



## INSIDE FRONT COVER

\$700 @ Single Run  
\$600 @ 6 Month (contract total \$3600)  
\$500 @ 12 Month (contract total \$6000)

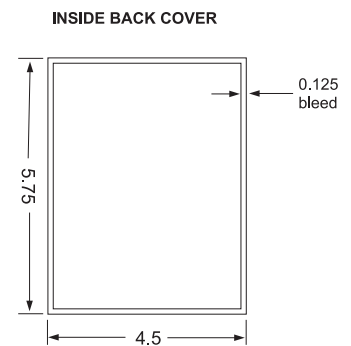
FULL PAGE dimension is 4.5" x 5.75" ( includes 1/8" bleed )  
files accepted: tiff., psd., pdf., or jpg.



## INSIDE BACK COVER

\$650 @ Single Run  
\$550 @ 6 Month (contract total \$3300)  
\$450 @ 12 Month (contract total \$5400)

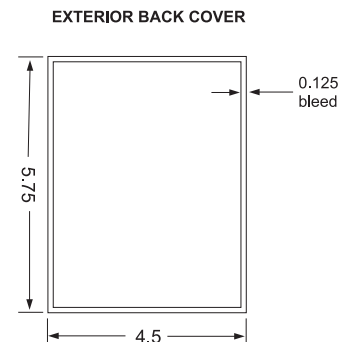
FULL PAGE dimension is 4.5" x 5.75" ( includes 1/8" bleed )  
files accepted: tiff., psd., pdf., or jpg.



## EXTERIOR BACK COVER

\$750 @ Single Run  
\$650 @ 6 Month (contract total \$3900)  
\$600 @ 12 Month (contract total \$7200)

FULL PAGE dimension is 4.5" x 5.75" ( includes 1/8" bleed )  
files accepted: tiff., psd., pdf., or jpg.



## PRINT DEADLINES / SCHEDULES

**OCT / NOV 2010 (Halloween 2)**  
Ad deadline: Wed Oct 13 (11am)  
Issue Release: Fri Oct 22

**NOV / DEC 2010 (Thanksgiving)**  
Ad deadline: Wed Nov 10 (11am)  
Issue Release: Fri Nov 19

**DEC 2010 / JAN 2011 (Xmas Issue)**  
Ad deadline: Wed Dec 8 (11am)  
Issue Release: Fri Dec 17

**JAN / FEB 2011 (Valentines Issue)**  
Ad deadline: Wed Jan 19 (11am)  
Issue Release: Fri Jan 28

**FEB / MAR 2011 (St Pats Issue)**  
Ad deadline: Wed Feb 16 (11am)  
Issue Release: Fri Feb 25

**MAR / APR 2011 (Spring Break)**  
Ad deadline: Wed Mar 16 (11am)  
Issue Release: Fri Mar 25

**APR / MAY 2011 (Memorial Issue)**  
Ad deadline: Wed Apr 13 (11am)  
Issue Release: Fri Apr 22

**MAY / JUN 2011 (Comfest Issue)**  
Ad deadline: Wed May 18 (11am)  
Issue Release: Fri May 27

**JUN / JUL (July 4th Issue)**  
Ad deadline: Wed Jun 15 (11am)  
Issue Release: Fri Jun 24

## DEMOGRAPHIC

Officially the Demographic for a Melt reader is kind of ageless. As long as someone is interested in entertaining themselves by seeing shows, films, concerts and events as well as spending their hard earned cash on music, movies, video games, eating out and having a good time who are WE to discriminate? OK - I guess the writing and content does tend to appeal to a younger (or at least people who THINK they're younger ), pop-culture-minded and on the go set, but honestly we've seen people 15 - 50 pick them up and actually sit and read the WHOLE THING.

## DISTRIBUTION

40,000 copies of MELT go out monthly with 20,000 hitting the OSU campus alone (yes we're even in the residence halls). Other major areas of distribution include The Short North, Grandview, Clintonville, Worthington, the Downtown Hotels, German Village, the Henderson/Kenny/Bethel corridor, Bexley, Easton and Polaris. The magazines HAVE proven to go FAST and we restock each location at LEAST once a month.

Here's a map to some of our drop points (full distribution list available upon contract signing). Initially I tried to put ALL of them on here but the dots got to be a little too bunchy - nevertheless one CAN get a sense for our distribution clusters.

