



2018 Middleburg Heights Community Guide

Berea Printing Company is once again proud to collaborate with the Chamber of Commerce and associated partners within the City of Middleburg Heights.

WHAT'S INSIDE?

A showcase of the **best of Middleburg Heights** with locally focused articles and imagery including:

- Local History and Attractions
- Community Activities and Awards
- Civic and Community Organizations
- Detailed Map and Street Index
- Government Contacts
- Chamber of Commerce Listings

MIDDLEBURG MARKET MEDIANS:



44

Age of readers



\$152K

House Value



\$55,615

Reader Income

2018 CIRCULATION SNAPSHOT:

In May, over **8,500** Guides will be delivered to all Middleburg Heights USPS residential and business patrons within zip code **44130**.

Additional copies are available throughout the year at various community locations.

INCREASE YOUR VISIBILITY and EXTEND YOUR MARKETING DOLLARS!



Affordable and Effective Advertising

STARTING AT LESS THAN 5¢ PER MAGAZINE, YOUR AD CAN DRAW:

RETURN ON INVESTMENT

23% improved ROI with magazine advertising at comparable budget levels to other forms of advertising.

25% more money is spent by consumers who receive direct mail and email marketing.

IMMEDIATE IMPACT

68% of readers purchase products and services from ads seen in publications.

79% of consumers will act on direct mail immediately.

LONG-TERM EXPOSURE

80% of consumers will at least scan the magazines and other direct mail they receive.

76% of readers still have the old edition of a magazine in hand when the new edition arrives.

CREDIBILITY AND TRUST

62% of North American consumers trust magazine advertising over online advertising.

51% of consumers prefer direct mail from local shops.



Only one of Each Available per Guide!

Size/Location	Chamber Members	Non Members
Back Cover	<input type="checkbox"/> \$2,972	<input type="checkbox"/> \$3,757
Front Inside Cover	<input type="checkbox"/> \$2,396	<input type="checkbox"/> \$3,029
Back Inside Cover	<input type="checkbox"/> \$2,360	<input type="checkbox"/> \$2,983
Centerfold 2 Page Spread	<input type="checkbox"/> \$3,293	<input type="checkbox"/> \$3,805

Size	Chamber Members	Non Members
3 Page Foldout	<input type="checkbox"/> \$3,445	<input type="checkbox"/> \$3,995
2 Page Spread	<input type="checkbox"/> \$3,113	<input type="checkbox"/> \$3,596
Full Page	<input type="checkbox"/> \$1,345	<input type="checkbox"/> \$1,700
Half Page	<input type="checkbox"/> \$920	<input type="checkbox"/> \$1,289
One-Third Page (horizontal)	<input type="checkbox"/> \$685	<input type="checkbox"/> \$959
Quarter Page (vertical)	<input type="checkbox"/> \$560	<input type="checkbox"/> \$769
Eighth Page (horizontal)	<input type="checkbox"/> \$356	<input type="checkbox"/> \$500
Non-Profit Eighth Page	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150

Chamber Membership will be verified before payment is processed.
 Contact the Chamber for membership information by calling 440-243-5599 or visiting www.middleburgheightschamber.com.

RESERVE YOUR AD SPACE TODAY

by completing the form below

or go online to bereaprinting.com/communityguides/mhguide/

PAYMENT DUE ON OR BEFORE: Tuesday, February 13, 2018
Questions? Please email guidesales@bereaprinting.com

Name: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Phone: _____ Fax: _____

- I will be supplying Berea Printing Co. with an Ad file. I need an ad created using Berea Printing's design services.*
*Additional costs will apply for design services

Please fax, mail or drop off a copy of this completed order form with a check payable to Berea Printing Company
 If you'd like to pay with your credit card, please fill out the bottom portion of this form.
For your security, do not email credit card information.

I authorize BPC to charge my: (check one) Visa MasterCard Discover Amex in the amount of: \$ _____

Credit Card Number: _____ - _____ - _____ Keep My Card on File

Sec.Code/CCV: _____ Expiration Date: _____ Name on Card: _____

Address (if differ. than above): _____

Signature: _____ Date: _____

Providing this information constitutes your permission for Berea Printing Co to contact you regarding related information via mail, email, phone and recorded message.

Fax the form to (440) 234-2601 or snail mail it to
 Berea Printing Company • 1060 W. Bagley Road, Suite 102 • Berea, OH 44017 | Phone: (440) 243-1080

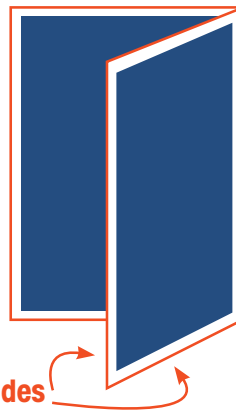
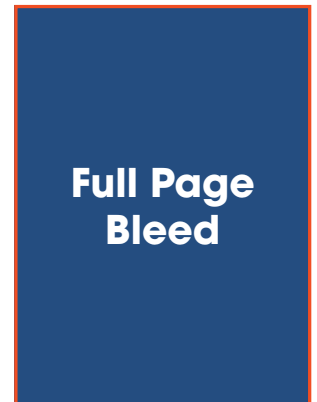
18 Production Calendar

Publication City	MIDDLEBURG HEIGHTS
Initial Distribution Reach	8,500
Creative Deadline	February 13, 2018
Distribution Date	May 2018

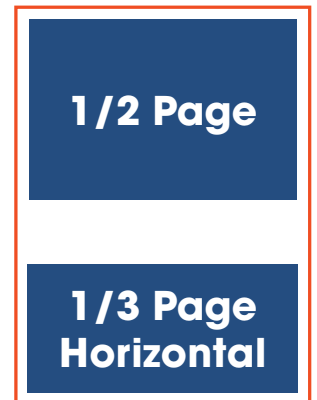
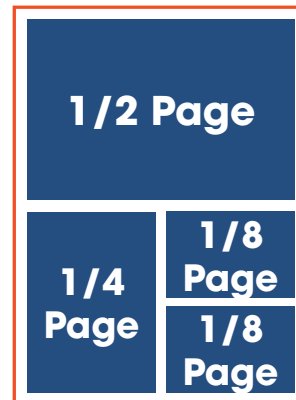
Rates and Specifications

Advertisement Sizes:

Two page spread:	17.25" x 11.25"
Full page:	8.75" x 11.25"
1/2 page:	7.875" x 4.875"
1/3 page H:	7.875" x 3.375"
1/4 page V:	3.78" x 4.875"
1/8 page H:	3.78" x 2.3"



Both Sides



MIDDLEBURG HEIGHTS
PLEASE EMAIL ART TO:
mhguide@bereaprinting.com

Ad Design Specifications and Guidelines

- We prefer electronic artwork in one of the following formats for PC or MAC: Hi-res PDF, eps, ai, hi-res tif, jpg. We can accept files for Adobe Creative Cloud Photoshop, Illustrator and Indesign.
- Print-ready artwork emailed or on a disc is defined as a file in one of our acceptable formats above, with all linked images and fonts (or convert all text to outlines).
- All colors must be CMYK value. PMS spot or RGB colors will be converted to their CMYK values.
- All photos, logos or art included should be at least 300 dpi at the desired size (100%).
- If you need a complete ad campaign, we can create one for you at our regular hourly design rates.
- We reserve the right to refuse any advertising we find offensive or inappropriate.