



## 2023 My Communicator Media Kit Advertising Creative Specifications

### CIRCULATION AND DISTRIBUTION

My Communicator is a 32-page, full-color newspaper targeted at Delaware County adults ages 55 and older, as well as their families. It boasts a wide circulation of about 40,000 issues in Delaware County, and is:

- Delivered to ThisWeek and Sunday Columbus Dispatch subscribers in Delaware County.
- Available at about 50 locations throughout the county, including SourcePoint, libraries, senior living communities, health care facilities, and other nonprofit organizations.
- Available online at [MySourcePoint.org](http://MySourcePoint.org) and [Issuu.com](http://Issuu.com) and promoted via social media and e-newsletters.

### 2023 DEADLINES AND DISTRIBUTION DATES

Issue	Ad Artwork Due	Distribution Begins
Q1 Winter (January-March)	Nov. 28, 2022	Dec. 23, 2022*
Q2 Spring (April-June)	Feb. 27, 2023	March 24, 2023
Q3 Summer (July-September)	May 30, 2023	June 23, 2023
Q4 Fall (October-December)	Aug. 28, 2023	Sept. 22, 2023

### AD SIZES AND RATES

Ad Size	Dimensions	Per-Issue Rate
Full-Page	9.875" w x 11.625" h	\$995
Half-Page (Horizontal)	9.875" w x 5.75" h	\$695
Half-Page (Vertical)	4.8125" w x 11.625" h	\$695
Quarter-Page	4.8125" w x 5.75" h	\$445
Eighth-Page	4.8125" w x 2.8125" h	\$255

*\*Distribution may be affected by holidays.*

### ARTWORK

**File: Press-quality PDF or EPS preferred.** Please outline all text and embed graphics. A JPEG is acceptable, but not recommended. JPEG artwork must meet all specifications. All graphics should be minimum 300 dpi.

**Color: Four-color CMYK process.** All black elements should be adjusted accordingly: C0 M0 Y0 K100.

### PLACEMENT

Requesting placement on a specific page or section will be considered, but cannot be guaranteed. Placement is randomly assigned and rotated throughout the year to remain fair to all advertisers.

### BILLING

Payment must be made in advance for unestablished accounts and political advertisements. Others will be invoiced after the distribution date of each issue. We will contact you if advance payment is required.

### CONTENT

SourcePoint reserves the right to refuse advertising from any entity whose mission may conflict with our own or whose message is deemed inappropriate for the publication.



# 2023 My Communicator Advertising Order Form

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

Billing Address (if different) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Please indicate the issue(s) in which you want to advertise, as well as the size of your ad:

ISSUE	FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Q1 Winter	<input type="checkbox"/> \$995	<input type="checkbox"/> \$695	<input type="checkbox"/> \$445	<input type="checkbox"/> \$255
Q2 Spring	<input type="checkbox"/> \$995	<input type="checkbox"/> \$695	<input type="checkbox"/> \$445	<input type="checkbox"/> \$255
Q3 Summer	<input type="checkbox"/> \$995	<input type="checkbox"/> \$695	<input type="checkbox"/> \$445	<input type="checkbox"/> \$255
Q4 Fall	<input type="checkbox"/> \$995	<input type="checkbox"/> \$695	<input type="checkbox"/> \$445	<input type="checkbox"/> \$255

If your ad is running in multiple issues, content can be changed prior to each deadline, as noted in the media kit. Materials received after the deadline will be inserted if time allows, but publication cannot be guaranteed.

**Thank you for your order!** Your advertising fees help support *My Communicator*, which provides a valuable service to Delaware County older adults. Please sign and date below to complete your order.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email completed order form and ad artwork to [alison@MySourcePoint.org](mailto:alison@MySourcePoint.org)