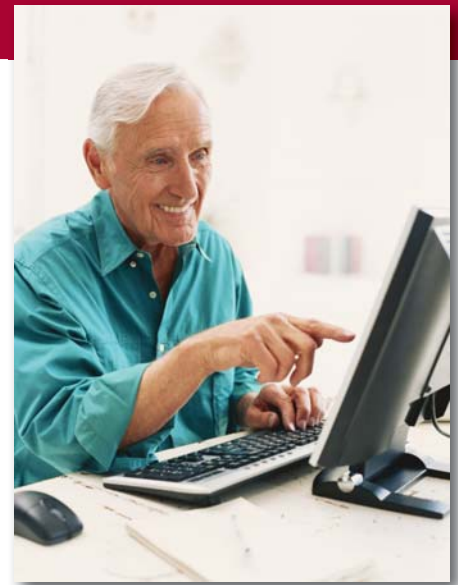


# Helping HANDS Media Kit



*The HANDS Foundation appreciates your consideration of Helping HANDS and the other opportunities we have to offer. If you are targeting seniors in Medina County, there are several vehicles you can utilize to market your products and services to this segment of Medina County's population. If your current advertising includes newspapers and other publications that don't specifically target seniors, you may not be optimizing your advertising dollars. Take a look at what we have to offer and consider it in your marketing mix. Helping HANDS has been a trusted resource since 1995.*



## **HANDS Foundation**

Physical Address: 120 W. Washington St. | Suite 3-B | Medina, OH 44256

Mailing Address: P.O. Box 868 | Brunswick, OH 44212

Office: 330.722.7950 | Cell: 216.780.4135 | Fax: 330.722.4725

[www.hands-foundation.org](http://www.hands-foundation.org) | [handsfoundation@aol.com](mailto:handsfoundation@aol.com)



A Publication of the  
HANDS Foundation



# Helping HANDS

For Medina County  
SENIORS

## 2012 Helping HANDS Advertising Rates

**Circulation:** Helping HANDS is direct mailed to over 16,000 older adult households throughout Medina County with additional copies available at a variety of locations. Publications can also be viewed on the website at: [www.hands-foundation.org](http://www.hands-foundation.org)

**Display Ad Sizes:** Ads are sold by column inch in 1/2 inch increments. Following are column width dimensions:

- 1 column - 1-3/4" wide
- 2 columns - 3-7/8" wide
- 3 columns - 5-3/4" wide
- 4 columns - 7-7/8" wide
- 5 columns - 10" wide

Sample sizes and rates as shown. Contact Susan at ID Creative Group for free design assistance with your ads.

**Display Ad Rates:** Shown on the table below based on \$16.25 per column inch. Limited color available for an upcharge.

**Policy:** HANDS Foundation reserves the right to refuse and/or edit any ad or editorial submitted. Articles published do not necessarily reflect the opinions or beliefs of the HANDS Foundation.

**Digital Specs:** Digital PDF files preferred with fonts and graphics embedded. Call for additional details on digital files. High res digital photographs may be submitted for inclusion in articles, space permitting. Proofs will be sent via email or fax and must be approved by the deadline or will be presumed approved.

**Payment:** Advertisers are invoiced upon printed completion of that issue with a tear sheet page. **Prompt payment is expected.**

Payments can be made online or be mailed to: HANDS Foundation, P.O. Box 868, Brunswick, Ohio 44212.

### Contact Information:

ID Creative Group: Phone: 330/723-4324  
Fax: 330/722-1251  
HANDS Foundation: Cell: 216/780-4135  
Phone: 330/722-7950  
Fax: 330/722-4725

### Email Materials:

Ads & Editorials: [susan@idcreativeltd.com](mailto:susan@idcreativeltd.com)

### Deadlines:

Feb/Mar 2012 Issue 01/12/12  
Apr/May 2012 Issue 03/09/12  
June/July 2012 Issue 05/04/12  
Aug/Sept 2012 Issue 07/06/12  
Oct/Nov 2012 Issue 09/07/12  
Dec/Jan 2012/2013 Issue 11/02/12

### Sample Ad Sizes Diagram

<b>2 x 6</b> (2 col. by 6" or 3-7/8" x 6") <b>\$195</b> <i>or full color for          an additional          \$50*</i>	<b>Sample Page</b>	<b>1 x 2</b> (1-3/4"x2") <b>\$32.50</b>
<b>2 x 2</b> (3-7/8"x2") <b>\$65</b>	<b>3 x 5</b> (3 col. by 5" or 5-3/4" x 5") <b>\$243.75</b> <i>or full color for an          additional \$50*</i>	
<b>1 x 4</b> (1-3/4" x 4") <b>\$65</b>	<b>3 x 4</b> (3 col. by 4" or 5-3/4" x 4") <b>\$195</b> <i>or full color for an          additional \$50*</i>	

\*Full color limited availability, upcharges as follows:

\$50 up to half page size

\$75 for half page+ ads

\$100 for full page ads

### Sample Ad Sizes & Rates

Depth	1 col wide	2 col wide	3 col wide	4 col wide
2"	NA	\$65.00	\$97.50	\$130.00
3"	\$48.75	\$97.50	\$146.25	\$195.00
4"	\$65.00	\$130.00	\$195.00	\$260.00
5"	\$81.25	\$162.50	\$243.75	\$325.00
6"	\$97.50	\$195.00	\$292.50	\$390.00
7"	\$113.75	\$227.50	\$341.25	\$455.00
8"	\$130.00	\$260.00	\$390.00	\$520.00
9"	\$146.25	\$292.50	\$438.75	\$585.00
10"	\$162.50	\$325.00	\$487.50	\$650.00
1/2 Page - \$650 • Full Page - \$1302 • Full Color - Additional				



# Other Advertising Opportunities

## Helping HANDS - Banner Ads

Perfect for prominent promotion on this bi-monthly newspaper. Banner ads for the cover of Helping HANDS are available on a first come, first served basis. Please call regarding availability. Sample shown to the right.

- Size:** 5/8" wide by 1" tall
- Format:** high resolution pdf file preferred, CMYK
- Cost:** \$150 per publication subject to availability

## Helping HANDS - Senior Savers Coupons

Have savings for seniors? Senior Savers coupons are now available in Helping HANDS. Coupon ad sizes are as follows:

- Single Size:** 3.75" wide by 2.25" tall (sample shown)
- Double Size:** 3.75" wide by 4.5" tall
- Single Cost:** \$95
- Double Cost:** \$150

## Helping HANDS Website - Banner Ads

Seniors use the internet and visit the HANDS site frequently. Banner ads on the HANDS website 'click through' to your site.

- Size:** 468 pixels wide by 60 pixels tall
- Format:** jpg file preferred, web quality, RGB
- Advertiser Cost:** \$150 per year for HANDS advertisers
- Open Cost:** non-advertisers at \$20 per month or \$240 per year
- Banner set up:** \$40 (we'll set it up for you)
- To schedule:** Email Cindie Schneider at [handsfoundation@aol.com](mailto:handsfoundation@aol.com)
- Website:** [www.hands-foundation.org](http://www.hands-foundation.org)

## Helping HANDS Sponsorships

Advertise your company through sponsoring events that help seniors in Medina County. There are a wealth of opportunities available. For more info, contact the HANDS Foundation.

## Contact Information:

- ID Creative Group: Phone: 330/723-4324
- HANDS Foundation: Cell: 216/780-4135
- Phone: 330/722-7950

## Email Materials:

Coupon information & banners: [susan@idcreativelt.com](mailto:susan@idcreativelt.com)

<b>Deadlines:</b>	Feb/Mar 2012 Issue	01/12/12
	Apr/May 2012 Issue	03/09/12
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	Oct/Nov 2012 Issue	09/07/12
	Dec/Jan 2012/2013 Issue	11/02/12

## Sample of Publication Banner Ad



## Sample of Senior Savers Page



## Sample of Website Banner Ad

