

# information

## Publication

The Ohio Damage Prevention Journal is mailed to more than 9,300 stakeholders each quarter. The addresses are confirmed as deliverable by the USPS each mailing. The Journal deals primarily with Ohio issues by focusing on its people, solutions and innovations. The focus of every issue is people working together so as to keep Ohio a safer place to live and work. In addition to the mailing, the Journal is distributed at damage prevention and safety meetings across the state.

## Readership

Our mailing list is the people you are trying to reach. The bulk of the list belongs to Ohio Utility Protection Services and includes the members and users of the one call system. Additionally other stakeholders are included in the list outlined below.

## Members

Owner/operators of utility systems across the state, including gas pipeline/distribution, water/sewer, communications, electric and the locators who protect the underground facilities.

## Users

The excavators (in many cases different departments of some of the largest utility companies) who call before they dig are on the mailing list. These excavators range from the largest contractors to some of the smallest across the state, but are defined as calling at least once a month, in other words a professional excavator who buys, rents or maintains equipment.

## Other stakeholders

Every county judge  
Every mayor  
State legislators  
State and Federal regulatory personnel

## Questions

Should you have any questions about advertising, email Freddie Shows at [sales@811magazines.com](mailto:sales@811magazines.com) or he can be reached by cell phone at 501-472-0115.

ACTS  
PO Box 644  
Conway, AR 72033  
[www.aligningchange.com](http://www.aligningchange.com)



# advertising rates

Size	1x	2x	3x	4x
2 page spread	4,174	3,965	3,756	3,548
Full page	2,530	2,403	2,277	2,150
1/2 page	1,720	1,634	1,548	1,462
1/2 page island	1,923	1,827	1,725	1,628
1/3 page	1,392	1,322	1,252	1,182
1/4 page	1,214	1,153	1,093	1,032
<hr/>				
Back cover (+30%)	3,289	3,124	2,960	2,795
Inside front cover (+20%)	3,036	2,884	2,732	2,580
Inside back cover (+15%)	2,910	2,764	2,618	2,473
Opposite table of contents (+15%)	2,910	2,764	2,618	2,473



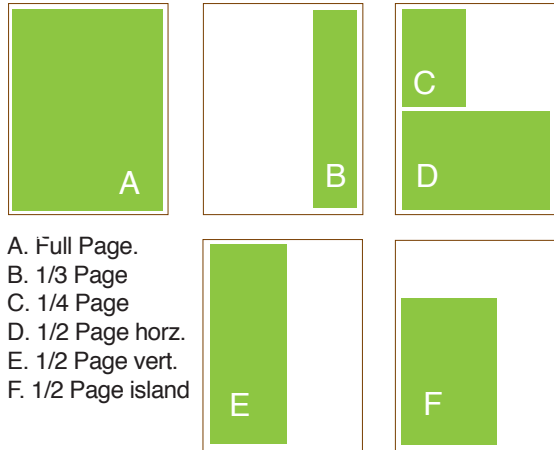
# advertising specs

Magazine trim Size - 8.25 x 10.8125 inches

Printed offset, CMYK, 150 line (300 dpi)

### Standard Ad Sizes (Non-bleed)

- Full Page..... 7.4" x 10"
- Third Page.....2.25" x 10"
- Half Page, horizontal.....7.4" x 4.875"
- Half Page, vertical.....3.70" x 9.875"
- Quarter Page.....3.55" x 4.85"
- Half Page, island..... 4.75" x 7.4"

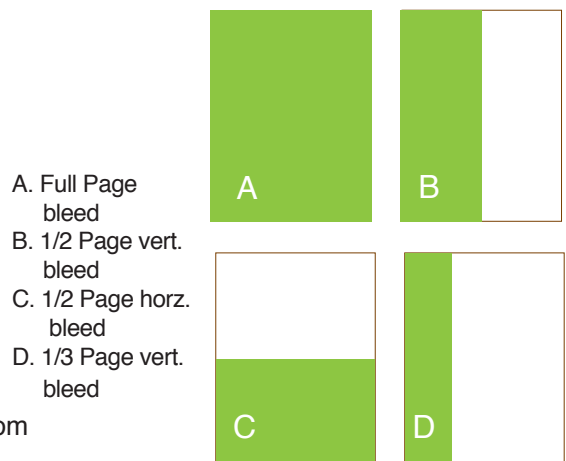


- A. Full Page.
- B. 1/3 Page
- C. 1/4 Page
- D. 1/2 Page horz.
- E. 1/2 Page vert.
- F. 1/2 Page island

### Standard Ad Sizes (Bleed)

Bleeds trim 1/8" (0.125) on all bleed sides  
 Keep live images & text 1/4" (0.25") inside all trim areas

- Full Page (including bleed)..... 8.5" x 11.062"
- Trim size is 8.25" x 10.8125" - max live area is 7.75" x 10.3125"
- Half Page, vert. (including bleed).....4.125" x 11.062"
- Trim is 0.125 on top, bottom, & one side
- Half Page, horz. (including bleed) .....8.5" x 5.40"
- Trim is 0.125 on both sides & top or bottom
- Third Page vert. (including bleed) .....2.85" x 11.062"
- Trim is 0.125 on top, bottom & one side



- A. Full Page bleed
- B. 1/2 Page vert. bleed
- C. 1/2 Page horz. bleed
- D. 1/3 Page vert. bleed

Email **press quality** pdf files to: [randy@aligningchange.com](mailto:randy@aligningchange.com)

ACTS  
 PO Box 644  
 Conway, AR 72033  
[www.aligningchange.com](http://www.aligningchange.com)



For quotes on ad design and production:

Randy Smith  
[randy@aligningchange.com](mailto:randy@aligningchange.com)  
 ACTS  
 888-548-6363  
 fax 501-548-6969