

Advertise in...

THE LABOR CITIZEN

America's Oldest Continually Published Labor Newspaper

...and reach the largest paid direct-mail labor audience in Ohio!

Promote YOUR business in The Labor Citizen. Advertising in The Labor Citizen means advertising in *the* newspaper delivered to the homes of Ohio construction workers and their families.

The collage includes several pages from The Labor Citizen newspaper, dated January 2021. Key articles visible include:

- COVID-19 clouds 2021 construction forecast**: A significant number of Midwest building jobs are forecast to be delayed or canceled for 2021.
- Major projects across Ohio boost outlook**: In Ohio, officials closely involved with the state's infrastructure agenda are optimistic about the 2021 project pipeline.
- BLS Report: Jobsite construction deaths rise**: The Bureau of Labor Statistics reported that the annual rate of construction deaths rose from 10.6 in 2019 to 12.1 in 2020.
- COVID-19 Vaccine Unclear for Construction**: A report states that a vaccine is not expected to be available for construction workers until at least 2022.
- Line 5**: An advertisement for Line 5, a major infrastructure project in Ohio.
- Medical Mutual**: An advertisement for Medical Mutual insurance.
- Boyd Watersco Asset Managers**: An advertisement for investment services.
- Timothy M. Hyland**: An advertisement for legal services.
- Todd Associates**: An advertisement for insurance solutions.
- Pat Hyland**: An advertisement for professional liability insurance.
- Kelley & Ferraro LLP**: An advertisement for legal services related to pharmaceutical litigation.
- Zantac**: An advertisement for the medication Zantac, with a warning from the FDA.

Mailed To More Than

18,000

Loyal Subscribers Every Month!

Guidelines for Ad Submission

We prefer PDF files prepared for press with all fonts embedded. All images and colors must be CMYK. No RGB or spot colors. No crop or bleed marks. Please be sure ad is sized correctly.

If a PDF is not available we accept the following MAC formats: Adobe InDesign and Illustrator CS4 (with all fonts converted to outlines). Include all fonts and images in ad. High-res (300dpi) Photoshop PSD, TIF, EPS or JPG are also acceptable. Note: Windows/PC users must submit ads or digital files in PDF, TIFF, EPS or JPG format.

Files less than 10MB can be emailed to ads@laborcitizen.com. Please identify advertiser's name and ad size in the subject of the email. Larger files may be submitted on CD or DVD to BMA Media Group, 4091 Erie Street, Willoughby, Ohio 44094 OR may be uploaded to the Labor Citizen's FTP site.

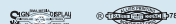
FTP Address: ftp.laborcitizen.com, Login: ads@laborcitizen.com, Password: LaborCitizen2013. Please send an email to ads@laborcitizen.com to notify us that your ad has been uploaded to our site.

If you have any questions about artwork guidelines, please contact us at ads@laborcitizen.com or call us at 440-975-4262 ext 213.

For more information or to place an ad please contact **Sandra Kranek at 440-975-4262** or **skranek@bmamedia.com**.

*** PLEASE NOTE NEW AD SIZES ON BACK ***










THE LABOR CITIZEN



America's Oldest Continually Published Labor Newspaper

Rates on Advertising Sizes

PLEASE NOTE NEW AD SIZES

AD SIZE	DIMENSIONS	1x/year	3x/year	6x/year	12x/year
EIGHTH PAGE	5.0625" W x 2.3125" H 	\$360	\$345	\$325	\$290
QUARTER PAGE BANNER	10.3750" W x 2.3125" H 	\$640	\$615	\$590	\$535
QUARTER PAGE VERTICAL	5.0625" W x 4.8750" H 	\$640	\$615	\$590	\$535
HALF PAGE HORIZONTAL	10.3750" W x 4.8750" H 	\$1,150	\$1,090	\$1,035	\$920
HALF PAGE VERTICAL	5.0625" W x 10" H 	\$1,150	\$1,090	\$1,035	\$920
THREE QUARTER PAGE	7.7185" W x 10" H 	\$1,725	\$1,640	\$1,550	\$1,380
FULL PAGE	10.3750" W x 10" H 	\$2,050	\$1,950	\$1,845	\$1,640
FRONT PAGE FEATURE	5" W x 1.25" H 	\$1,000	\$950	\$900	\$800
BACK PAGE (FULL)	10.3750" W x 10" H 	\$2,500	\$2,375	\$2,250	\$2,000

For more information or to place an ad please contact
Sandra Kranek at 440-975-4262 or skranek@bmamedia.com