



CityBeat

WWW.CITYBEAT.COM

CINCINNATI'S NEWS AND ENTERTAINMENT WEEKLY • FREE

MISSION

cincinnati cityBeat

is an independent voice serving the citizens of Greater Cincinnati that combines a commitment to inventive, insightful and interpretive journalism with a strong passion to cover and reflect our area's growing arts and entertainment scene.

We believe in truthful, well-reasoned journalism presented in a refreshing manner that we hope will engage, entertain and inspire our readers.

We attract and retain the interest of active and forward-thinking individuals who are often difficult to reach through traditional media. This is the quality audience whom advertisers want and need: intelligent, educated, thoughtful, dynamic adults in their primary years of acquisition.

For display or classified advertising, call 513-665-4700



CITYBEAT: *The skinny*

Address: 811 Race Street, Fifth Floor
Cincinnati, OH 45202

Phone: 513-665-4700

Sales Fax: 513-665-4368

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Member of: The Association of Alternative Newsweeklies (A.A.N.)

Publication Day: Every Wednesday

Market Served: Greater Cincinnati and Northern Kentucky

Distribution Locations: 1000
(Includes grocery stores, bookstores, health clubs,
record stores, coffee houses, restaurants,
college campuses, public libraries,
downtown office buildings, etc.)

Weekly Readership: 144,209

Cume (4 issues-unduplicated) Readership: 329,395

18-34 Cume Reach: 130,630

18-49 Cume Reach: 227,525

Median Age: 39

Average Household Income: \$66,598

Demographics Source: The Media Audit, Jul/Aug 2008

Ad Space Reservation Close: Friday, Noon, prior to Wednesday publication

Ad Copy & Artwork Close: Friday, 5pm, prior to Wednesday publication

Camera Ready Close: Monday, Noon, prior to Wednesday publication



CITYBEAT READERS: *who They Are*

Young

Almost 75% are 18 to 49 and nearly half are under 35. They're going through their most highly active and acquisitive stage of life.

18-24	19.0% = 59,400 readers
25-34	21.0% = 65,700 readers
18-34	40.0% = 125,100 readers
25-49	53.2% = 166,400 readers
18-49	72.2% = 225,800 readers

Affluent

They have the education, they have the job, and they're ready to spend.

With an average household income approaching \$60,000, our readers have earning power that translates into real buying power.

HHI \$50,000+	38.7% = 121,200 readers
HHI \$75,000+	23.3% = 73,000 readers
HHI \$100,000+	11.8% = 37,000 readers

Educated

They've done their homework, and that means better jobs and a higher income. Our award-winning editorial style appeals to their desire for engaging journalism.

Some College	27.2% = 85,000 readers
College Graduate	22.9% = 71,600 readers
Advanced Degree	9.9% = 31,000 readers

Independent

54% are male and 46% are female. Most households are made up of singles or couples with no children - an audience with more free time and more discretionary income.

Single-Never Married	35.4% = 110,600 readers
Single-Widowed/Divorced/Separated	16.8% = 52,400 readers
Married	47.2% = 147,700 readers
Under 35/Single/No children	14.1% = 44,200 readers
MTV Generation	24.1% = 75,400 readers

Upwardly mobile

These high-profile achievers are reaping the rewards of their success.

Have Liquid Assets of \$100,000+	23.5% = 73,600 readers
Have Annual Incomes of \$100,000+	11.8% = 37,000 readers
Young with Money (Age 18-34/\$100,000+ Income)	6.3% = 19,700 readers
Business Owners/Partners/Corp Officer	5.1% = 16,000 readers
Own 3 or More Vehicles	30.9% = 96,700 readers

Source: The Media Audit Sep/Oct 2006 4 Week Cum

CITYBEAT READERS: *What They DO*

With disposable income to spend and the energy to enjoy it, our readers play as hard as they work. Here are a few ways they choose to spend their free time...

They Go Out

	CityBeat Readers	Cincinnati Market	Cume Index*	CityBeat's Total Market Penetration
IN THE LAST 12 MONTHS				
Country Music Concert	13.8%	10.2%	135	27.6%
Rock/Pop Concert	32.5%	20.0%	163	33.3%
Opera/Symphony/Theater	38.2%	25.5%	150	30.7%
Bars/Nightclubs	50.6%	30.9%	151	33.5%
3+ Sports Events	38.4%	24.4%	157	32.2%
Gambling Casino	25.9%	21.7%	119	24.4%
Major Theme Park	29.9%	23.9%	125	25.6%
IN THE LAST 4 WEEKS				
Movie Theater	36.0%	27.8%	130	26.5%
IN THE LAST 2 WEEKS				
4+ Times Dined at Full Service Restaurant	14.1%	13.4%	106	21.7%
6+ Days Consumed Beer	11.6%	8.0%	146	29.9%
3+ Days Consumed Wine	9.7%	8.2%	118	24.1%

They Travel

	CityBeat Readers	Cincinnati Market	Cume Index*	
IN THE LAST 12 MONTHS				
3+ Times Travel Agent	8.0%	4.8%	166	34.0%
10+ Nights Hotel/Motel	34.8%	28.2%	124	25.3%

They Learn

	CityBeat Readers	Cincinnati Market	Cume Index*	
IN THE NEXT 12 MONTHS				
Plan to take college level courses	22.1%	16.4%	134	27.5%
Plan to take college level courses-age 18-34	14.5%	9.2%	158	32.3%

They're online

	CityBeat Readers	Cincinnati Market	Cume Index*	
Logged onto Internet in the Past Month	75.8%	66.8%	113	23.2%
Internet E-Commerce 5+ Purchases/Year	37.9%	31.8%	119	24.4%
Plan to Buy a Personal Computer/Equipment	31.3%	22.5%	139	28.4%

Source: The Media Audit Sep/Oct 2006 4 Week Cume

INSIDE THE NUMBERS: A cume index of 100 represents the market average. Above 100 outperforms the market. Under 100 underperforms the market. For example - 32.5% of CityBeat readers have attended a rock concert in the past year as compared to 20% of the Cincinnati market. The resulting index of 163 means that that we outperform the market average by 63%.

The market penetration numbers represent CityBeat's overall reach across the entire Cincinnati market (DMA) for the given target. For example - CityBeat reaches 33.3% of all adults who attend rock concerts each year.

CITYBEAT READERS: *What They Buy*

Our readers are in their primary years of acquisition. When you advertise in CityBeat, you can be assured you're targeting a premium audience of consumers who are often difficult (and expensive) to reach through traditional media.

Plan to purchase

IN THE NEXT 12 MONTHS	CityBeat Readers	Cincinnati Market	Cume Index*	CityBeat's Total Market Penetration
New Furniture25.3%	.20.5%	123	25.2%
Bed/Mattress/Futon19.9%	.17.5%	114	23.3%
Major Household Appliance18.5%	.12.2%	151	31.0%
New/Used Car/Van/Truck/SUV26.1%	.17.5%	149	30.5%
Video Camera/VCR/DVD20.4%	.16.4%	124	25.5%
Personal Computer/Equipment31.3%	.22.5%	139	28.4%
Glasses/Contact Lenses30.2%	.26.3%	115	23.5%
Remodel Home31.4%	.24.8%	127	25.9%
Purchase a Home (next 2 years)20.7%	.12.8%	162	33.2%
Purchase a Home - Now Own (next 2 years)11.4%	.7.3%	158	32.3%

Frequent users / Buyers

IN THE LAST 4 WEEKS	CityBeat Readers	Cincinnati Market	Cume Index*	CityBeat's Total Market Penetration
Purchased/Rented Movies/DVDs50.5%	.39.0%	130	26.5%
Purchased Albums/Tapes/CDs34.1%	.23.9%	143	29.2%
Purchased Books (12+ past yr)42.1%	.28.2%	150	30.6%
Shopped at Jewelry Store20.5%	.13.0%	158	32.4%
Shopped at Sporting Goods Store38.4%	.27.7%	139	28.4%
Shopped at Hardware/Building Supply Stores62.0%	.57.0%	109	22.3%

Source: The Media Audit Sep/Oct 2006 4 Week Cume

INSIDE THE NUMBERS: A cume index of 100 represents the market average. Above 100 outperforms the market. Under 100 underperforms the market. For example - 20.7% of CityBeat readers plan to purchase a home in the next two years as compared to 12.8% of the Cincinnati market. The resulting index of 162 means that that we outperform the market average by 62%.

The market penetration numbers represent CityBeat's overall reach across the entire Cincinnati market (DMA) for the given target. For example - CityBeat reaches 33.2% of all adults who plan to purchase a home in the next two years.



GOOD JOURNALISM IS: *its own reward*

sometimes, though, the awards are nice, too.

CityBeat has been honored in the past few years on the national, state and local level for writing, editing, graphics and our web site. It's important recognition from the outside world that we're doing interesting, impactful journalism.

More than awards, however, the main proof of CityBeat's success is on our pages every week. What really matters is how we impact our readers and our community in each issue.

our recent honors include:

ASSOCIATION OF ALTERNATIVE NEWSWEEKLIES (2008)

- 2nd Place for Long Form News Story

PRESS CLUB OF CLEVELAND (2008)

- 1st Place for Single Page Design
- 2nd Place for Multiple Illustrations

CINCINNATI SOCIETY OF PROFESSIONAL JOURNALISTS (2008)

- 1st Place for Arts & Entertainment Criticism
- 1st Place for Business Feature Story
- 1st Place for Election Coverage
- 1st Place for Trend Reporting
- 1st Place for Page One Layout
- 1st Place for Photo Illustration
- 2nd Place for Arts & Entertainment Feature
- 2nd Place for News Feature Story
- 2nd Place for Art Illustration

PRESS CLUB OF CLEVELAND (2007)

- 1st Place for Portrait Photography
- 2nd Place for Non-Daily Newspapers/Alternatives

ASSOCIATION OF ALTERNATIVE NEWSWEEKLIES (2006)

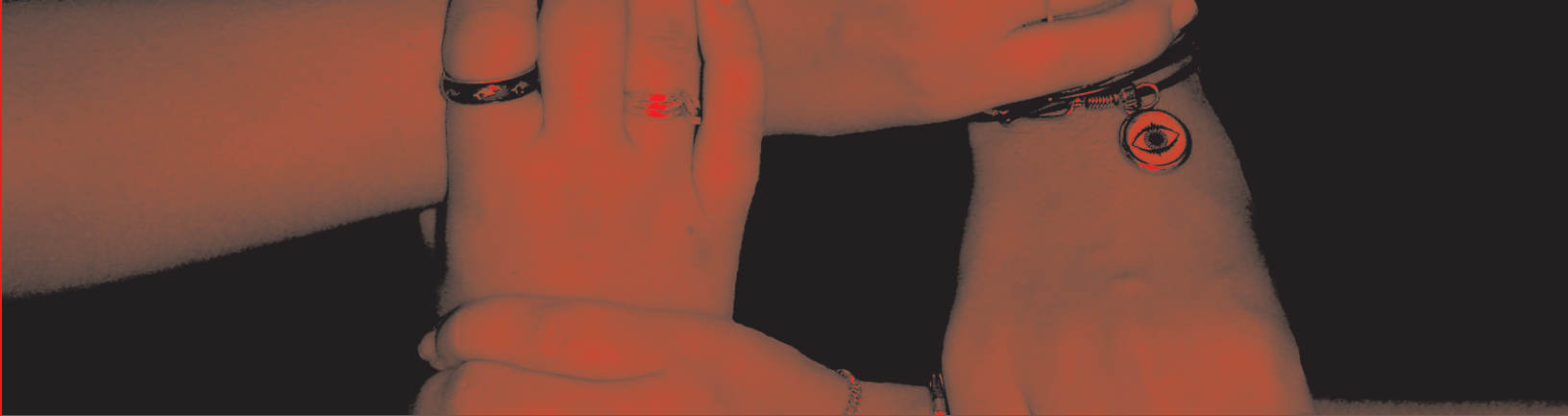
- 3rd Place for Photography

OHIO SOCIETY OF PROFESSIONAL JOURNALISTS (2006)

- Best Graphic Designer in Ohio
- 1st Place for Newsmaker Profile Story
- 2nd Place for Newsmaker Profile Story

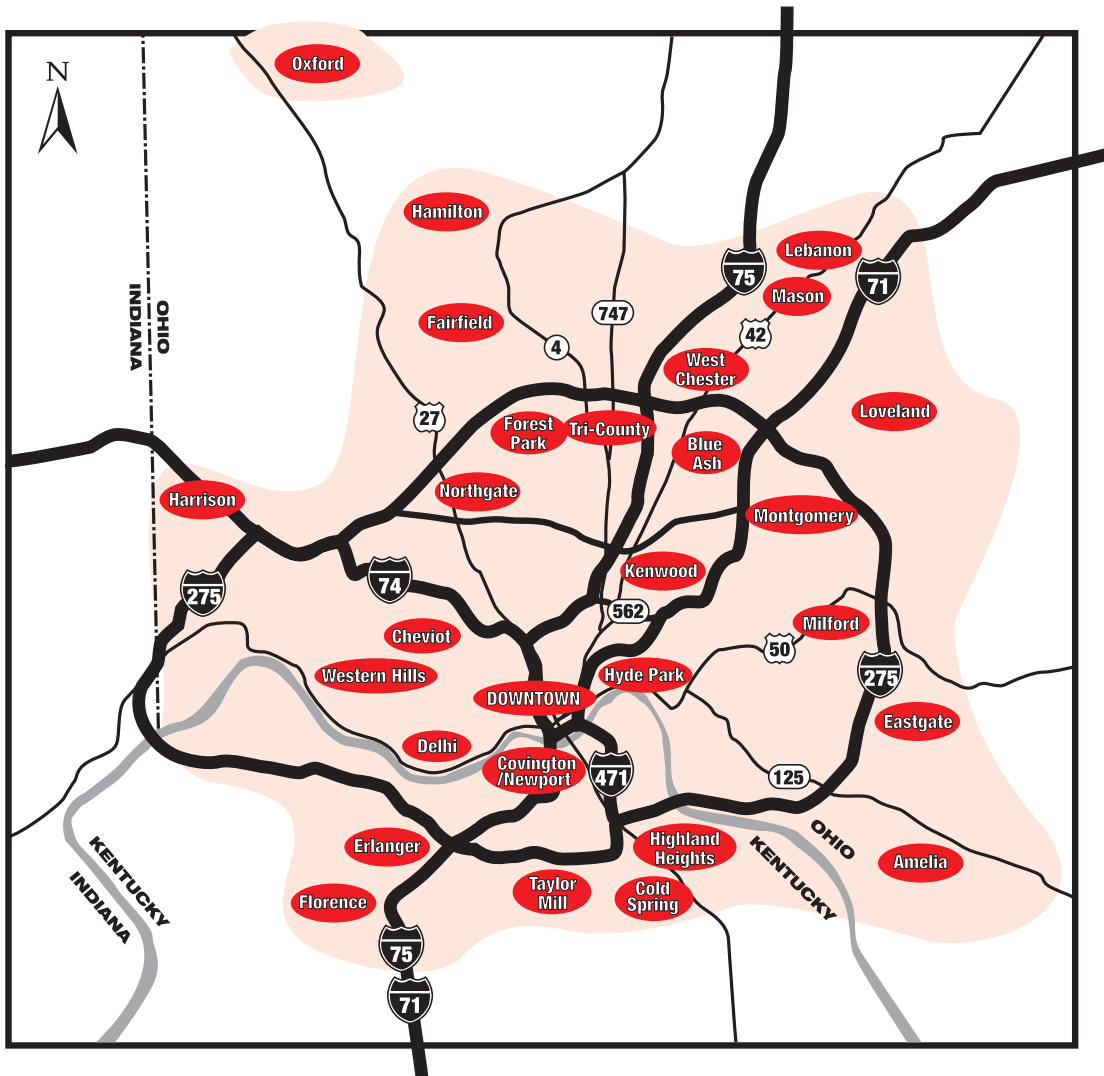
OHIO SOCIETY OF PROFESSIONAL JOURNALISTS (2005)

- Best Weekly Paper in Ohio
- Best Columnist in Ohio



329,395 READERS: 1000 *Distribution Locations*

HAMILTON COUNTY: 195,194 READERS
BUTLER COUNTY: 26,438 READERS
CLERMONT COUNTY: 18,030 READERS
WARREN COUNTY: 15,029 READERS
KENTUCKY COUNTIES: 68,973 READERS



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2009: At A Glance

January

- 07 CityBeat: Local. Free. Thinking.
- 14 CityBeat: Local. Free. Thinking.
- 21 **REVIVE**
- 28 CityBeat: Local. Free. Thinking.

February

- 04 **VALENTINE'S ISSUE (LOVE & SEX SURVEY)**
- 11 CityBeat: Local. Free. Thinking.
- 18 CityBeat: Local. Free. Thinking.
- 25 **SWIZZLE: GUIDE TO BARS & CLUBS**

March

- 04 **CITYLIVING**
- 11 CityBeat: Local. Free. Thinking.
- 18 CityBeat: Local. Free. Thinking.
- 25 CityBeat: Local. Free. Thinking.

April

- 01 **BEST OF CINCINNATI® ISSUE**
- 08 CityBeat: Local. Free. Thinking.
- 15 **GREEN ISSUE**
- 22 **BEST OF CINCINNATI® VISITORS' GUIDE**
- 29 **THE DISH: DINING GUIDE**

May

- 06 **WOMEN'S ISSUE**
- 13 **CITYLIVING**
- 20 **CINCY FRINGE FESTIVAL/TASTE OF CINCINNATI**
- 27 **HOT ISSUE (SUMMER GUIDE)**

June

- 03 CityBeat: Local. Free. Thinking.
- 10 **PRIDE ISSUE**
- 17 CityBeat: Local. Free. Thinking.
- 24 **CINCINNATI INDEPENDENTS (LOCAL SUSTAINABLE ECONOMY) / BEST OF CINCINNATI® VISITORS' GUIDE**

July

- 01 CityBeat: Local. Free. Thinking.
- 08 **CITYLIVING**
- 15 CityBeat: Local. Free. Thinking.
- 22 CityBeat: Local. Free. Thinking.
- 29 **CINCY BLUES FEST**

August

- 05 **FOCUS ON EDUCATION**
- 12 CityBeat: Local. Free. Thinking.
- 19 **ANNUAL MANUAL / CEA THEATRE PROGRAM**
- 26 **FALL ARTS PREVIEW**

September

- 02 **BEST OF CINCINNATI® VISITORS' GUIDE**
- 09 **MIDPOINT MUSIC FESTIVAL EVENT GUIDE**
- 16 **COOL ISSUE (FALL GUIDE) / OKTOBERFEST**
- 23 **CITYLIVING**
- 30 CityBeat: Local. Free. Thinking.

October

- 07 CityBeat: Local. Free. Thinking.
- 14 **SCARYBEAT HALLOWEEN GUIDE - WEEK 1**
- 21 **SCARYBEAT HALLOWEEN GUIDE - WEEK 2**
- 28 **ELECTION ISSUE**

November

- 04 **PROJECT CENSORED / MENU OF MENUS**
- 11 **BEST OF CINCINNATI® VISITORS' GUIDE**
- 18 **CEA MUSIC PROGRAM**
- 25 **HOLIDAY ISSUE**

December

- 02 **HOLIDAY GIFT GUIDE**
- 09 CityBeat: Local. Free. Thinking.
- 16 **NEW YEAR'S GUIDE - WEEK 1**
- 23 **YEAR IN ENTERTAINMENT / NEW YEAR'S GUIDE - WEEK 2**
- 30 **YEAR IN REVIEW**

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2009: special issues

REVIVE - **January 21** - Advertising Supplement focused on Body, Mind and Spirit.

VALENTINE'S ISSUE - **February 04** - A cover story package devoted to love and relationships featuring our annual Love & Sex Survey.

SWIZZLE: LOCALS' GUIDE TO GREAT BARS IN GREATER CINCINNATI - **February 25** - Features more than 200 of *CityBeat's* favorite clubs with information about live music, bar games, dancing or just hanging out. Pull-out section is your guide for where to go when the sun goes down.

CITYLIVING: LOCAL'S GUIDE TO METRO LIVING - **March 04 | May 13 | July 08 | September 23** - A quarterly supplement with a focus on urban living, featuring everything you need for your new home or changing the look of your existing living space: furniture, walls and floors, lighting, appliances, landscaping and home design.

BEST OF CINCINNATI® - **April 01** - This is our biggest, most anticipated issue of the year! Features 175 winners of the reader's choice poll, 300 staff picks and stories about the area's most interesting nightlife, restaurants, shops, arts, media personalities, politicians, sports and outdoor activities. It's the definitive guide to what's best in Greater Cincinnati!

GREEN ISSUE: LOCALS' GUIDE TO LIVING GREEN IN CINCINNATI - **April 15** - Our annual celebration of Earth Day looks at local environmentalism and green living. Features listings of eco-friendly events, DIY environmentalism and stories about how Cincinnatians are going green.

BEST OF CINCINNATI® VISITORS' GUIDE - **April | June | September | November** - This quarterly freestanding publication features *CityBeat's* recommendations for restaurants and food events; concert, comedy and theater performances; local music clubs; indoor and outdoor festivals; art galleries and museums; and casinos, amusement parks and historical attractions. Printed on glossy magazine stock and distributed at local hotels; convention and visitors bureaus; and strategic, high traffic distribution points.

THE DISH: LOCALS' GUIDE TO GREAT RESTAURANTS IN GREATER CINCINNATI - **April 29** - Features 250 of *CityBeat's* favorite places to eat, drink and be merry. Detailed information about cuisine, specialties and price range along with addresses, phone numbers and days of operation. Pull-out section is your guide for where to dine out.

WOMEN'S ISSUE - **May 06** - A cover story package that's the perfect forum to reach an audience of aware and independent-minded female readers. Published the week before Mother's Day.

CINCY FRINGE FESTIVAL / TASTE OF CINCINNATI - **May 20** - Preview of the annual Cincy Fringe Festival plus the official program of the annual Taste of Cincinnati food festival.

HOT ISSUE SUMMER GUIDE - **May 27** - Our annual preview of the summer's big events profiles the hottest people, concerts, movies, festivals, art shows, restaurants, businesses and trends in Greater Cincinnati. Pull-out section has a three-month shelf life.

PRIDE ISSUE - **June 10** - A cover story package that highlights Greater Cincinnati's GLBT community with a focus on events and people involved in the city's annual Gay Pride celebration.

CINCINNATI INDEPENDENTS - **June 24** - Our first annual focus on casting the consumer vote for independent, locally owned businesses and keeping those dollars in the local economy to make it healthier and sustainable.

CINCY BLUES FEST - **July 29** - The official program of the annual Cincy Blues Fest at Sawyer Point.

FOCUS ON EDUCATION - **August 05** - Advertising Supplement highlighting local university programs that cater to both graduate and undergraduate adults.

ANNUAL MANUAL: LOCAL'S GUIDE TO LIVING IN CINCINNATI - **August 19** - Get the skinny on the region through this reference guide that's useful throughout the year. Features profiles of the area's most interesting neighborhoods (with maps) and directories to help you get involved and have fun. This is a freestanding publication printed on glossy magazine stock and distributed at our highest traffic locations as well as through a strategic network of local organizations, visitors bureaus and Realtors.

FALL ARTS PREVIEW - **August 26** - A cover story package focusing on trends in the Greater Cincinnati arts community, highlighting those who make a difference and previewing the fall seasons for all local arts organizations. A great opportunity to promote your upcoming season, special events and image.

MIDPOINT MUSIC FESTIVAL EVENT GUIDE - **September 09** - The official program for the Midwest's most successful independent music showcase profiling more than 200 performing acts and offering complete festival schedules, maps and ticket details.

COOL ISSUE FALL GUIDE / OKTOBERFEST - **September 16** - Our annual preview of the fall's big events includes profiles of the coolest people, concerts, movies, festivals, art shows, restaurants, businesses and trends in Greater Cincinnati. Pull-out section has a three-month shelf life. Plus the official program for Oktoberfest Zinzinnati, the second largest Oktoberfest in the world (next to Munich).

SCARYBEAT: LOCALS' GUIDE TO HALLOWEEN IN CINCINNATI - **October 14 & 21** - Features a guide to local Halloween parties and special events, reviews of all haunted houses/attractions and stories on the area's spooky, supernatural underbelly. Presented in two installments, a party and haunted house preview on October 14 and the ScaryBeat pull-out section on October 21.

ELECTION ISSUE - **October 28** - A cover story package providing everything you need to make an informed, intelligent decision on Election Day. Features the award-winning "Who's Endorsing Whom" charts.

HOLIDAY ISSUE - **November 25** - A cover story package featuring holiday-related stories from news and dining to music and arts.

HOLIDAY GIFT GUIDE - **December 10** - Help *CityBeat* readers find the perfect gift featuring your unique items just in time for the holiday season.

NEW YEAR'S EVE: LOCALS' GUIDE TO NEW YEAR'S EVENTS IN CINCINNATI - **December 16 & 23** - Featuring listings of where to see and be seen on New Year's Eve and bawdy, crazy and sexy stories of New Year's past. Presented in two installments: a party preview on December 16 and the New Year's Guide pull-out section on December 23.

YEAR IN ENTERTAINMENT - **December 23** - A cover story package that looks back over the year to the highlights and lowlights in movies, theater, music and more.

YEAR IN REVIEW - **December 30** - A cover story package that reviews the year's newsmakers, trends and highlights in Greater Cincinnati politics, social issues, sports, restaurants, arts and local music.

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CityBeat

ADVERTISING RATE CARD: NO. 16

effective june 17, 2009

STANDARD DIMENSIONS

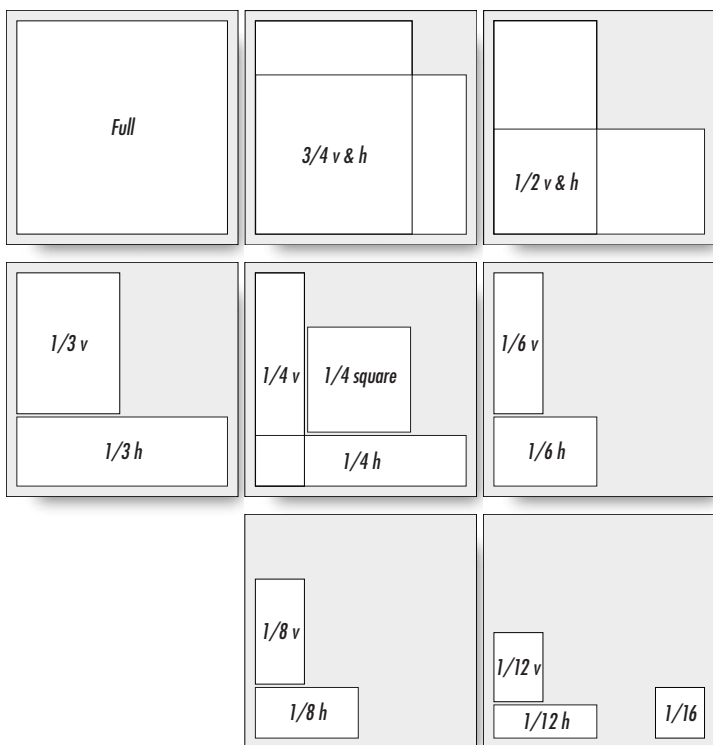
Advertising in CityBeat conforms to standard page fractions. This sizing system allows attractive page layouts and helps you communicate your message effectively and efficiently.

Page Fraction	Width Depth		Width Depth		Width Depth	
	HORIZONTAL		VERTICAL		SQUARE	
Full			10"	10.125"		
3/4	10"	7.572	7.45"	10.125"		
1/2	10"	5"	4.9"	10.125"		
1/3	10"	3.3"	4.9"	6.7"		
1/4	10"	2.425	2.35"	10.125"	4.9"	5"
1/6	4.9"	3.3"	2.35"	6.7"		
1/8	4.9"	2.425"	2.35"	5"		
1/12	4.9"	1.6"	2.35"	3.3"		
1/16			2.35"	2.425"		

FREQUENCY RATES (Contract rates are non-commissionable)

These rates are designed for advertisers who want to realize the value in customer response and cost savings of running consecutive ads. The best prices are reserved for every week advertisers.

Page Fraction	1x	4x	8x	13x	26x	52x
Full	\$2297	\$2076	\$1838	\$1617	\$1458	\$1313
3/4	\$2027	\$1832	\$1621	\$1427	\$1286	\$1159
1/2	\$1255	\$1134	\$1003	\$883	\$796	\$718
1/3	\$904	\$818	\$724	\$637	\$575	\$517
1/4	\$678	\$613	\$542	\$477	\$431	\$387
1/6	\$490	\$444	\$392	\$345	\$311	\$280
1/8	\$383	\$347	\$307	\$270	\$243	\$219
1/12	\$299	\$271	\$239	\$210	\$190	\$171
1/16	\$220	\$200	\$176	\$155	\$140	\$127



DEADLINES

5pm Thursday • 6 Days Prior - ads for which customer wishes to see an advance proof

Note: Proofs are for information checking only, not for making design changes. Up to two proofs of an ad are provided at no charge. Additional proofs will be billed at \$35.00 each.

Noon Friday • 5 Days Prior - deadline for ad space reservation

5pm Friday • 5 Days Prior - deadline for ad copy and artwork
Note: Space cancellations are not accepted after this deadline.

Noon Monday • 2 Days Prior - final deadline for camera-ready ads and all ad corrections

Classified Display deadline: **Friday at 5pm**
Note: Space cancellations are not accepted after this deadline.

Note: During most holiday weeks, deadlines will advance 1 day.

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ADVERTISING RATE CARD: *classifieds*

effective june 1, 2009

LINE RATE

Frequency	Weekly Rate (6 LINES OR LESS)	Additional Lines (25 CHARACTERS PER LINE)	Bold Lines
1x	\$24.00	\$4.00 each	\$4.00 each
2x	\$21.00	\$3.50 each	\$3.50 each
4x	\$18.00	\$3.00 each	\$3.00 each
13x	\$16.00	\$2.50 each	\$2.50 each
26x	\$14.00	\$2.00 each	\$2.00 each
52x	\$12.00	\$1.50 each	\$1.50 each

(Headline rates are per line/per week. Logo rates are per week.)

14 Point Bold Headline \$15.00

10 Point Bold Headline \$10.00

Your Logo \$20.00
(Max Depth 1/2")

IN-COLUMN DISPLAY ADS (Rates are per week)

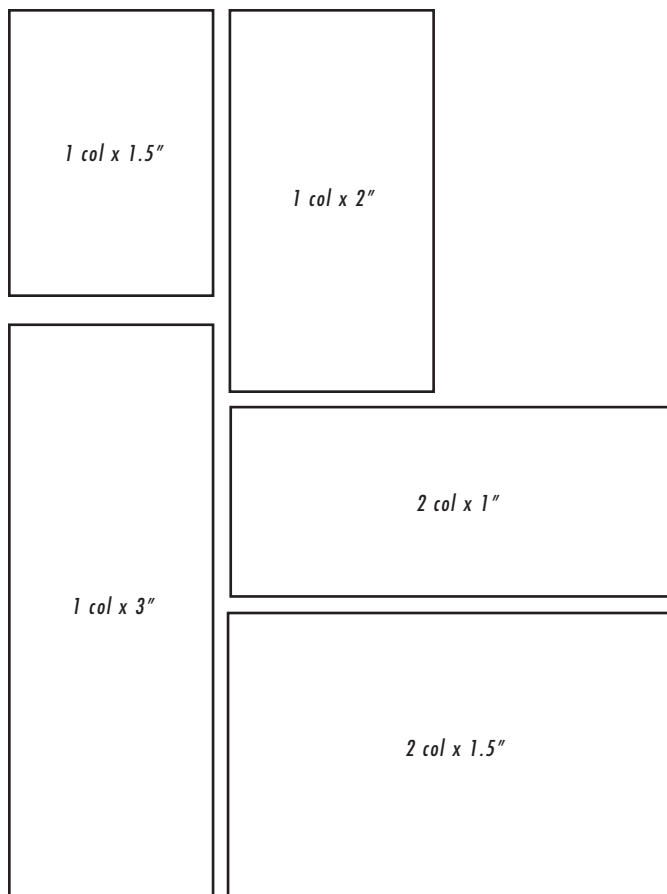
Frequency	1 col x 3"				
	1 col x 1.5"	1 col x 2"	2 col x 1"	2 col x 1.5"	2 col x 2"
1x	\$50.00	\$65.00	\$72.00	\$100.00	\$130.00
4x	\$40.00	\$50.00	\$60.00	\$80.00	\$100.00
13x	\$35.00	\$45.00	\$50.00	\$70.00	\$90.00
26x	\$30.00	\$40.00	\$40.00	\$60.00	\$80.00
52x	\$25.00	\$32.00	\$36.00	\$50.00	\$64.00

Add Color: \$10 FOR LARGER AD SIZES, PLEASE SEE DISPLAY RATE CARD

STANDARD DIMENSIONS

Advertising in CityBeat conforms to standard page fractions. This sizing system allows attractive page layouts and helps you communicate your message effectively and efficiently.

1 Column = 1.075" 3 Column = 3.625" 5 Column = 6.175" 7 Column = 8.725"
2 Column = 2.35" 4 Column = 4.9" 6 Column = 7.45" 8 Column = 10"



BACKBEAT

The back cover of CityBeat is available for classified advertisers desiring larger, bolder, more creative classified ads. You can choose from three different type sizes to create your distinctive liner ad. And placement on the back page means you're buying premium visibility and exposure for your message. Space is available on a first-come, first-served basis, and the order of ads is completely random and cannot be prearranged. (Rates are per week)

Frequency	LINE RATES				DISPLAY RATES	
	Jumbo 20 Characters	Med Bold 30 Characters	Reg Text 50 Characters	Color	1/16 pg 2.35" w x 2.425" h	1/8 pg H: 4.9" w x 2.425" h V: 2.35" w x 5" h
1x	\$20.00	\$15.00	\$10.00	\$20.00	\$220.00	\$383.00
4x	\$18.00	\$13.50	\$9.00	\$18.00	\$200.00	\$347.00
8x	\$16.00	\$12.00	\$8.00	\$16.00	\$176.00	\$307.00
13x	\$14.00	\$10.50	\$7.00	\$14.00	\$155.00	\$270.00
26x	\$12.00	\$9.00	\$6.00	\$12.00	\$140.00	\$243.00

DEADLINES

Classified Word/Line/Backbeat deadline: **Monday at 5pm**

Classified Display deadline: **Friday at 5pm**

Note: Space cancellations are not accepted after this deadline.

Note: During most holiday weeks, deadlines will advance 1 day.

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ADVERTISING RATE CARD: NO. 16

effective june 17, 2009

cityBeat is written primarily for 18-49 year olds — however, forward-thinking adults of all ages turn to our pages because *CityBeat* appeals as much to a mindset as it does to an age group.

Extensive weekly coverage of film, live and recorded music, theater and dance, art and literature, and listings of events and organizations provide readers with an informational frame of reference for their active lives.

Our main news features span the local social spectrum into politics, race, gender, human rights and quality of life issues. *CityBeat* taps into the challenges facing local leaders and chronicles the events shaping Greater Cincinnati.

Our mission is to explore, explain and discuss issues involving the community in a way that encourages readers to actively participate as better citizens.

DEFINING OUR MARKET

Since many *CityBeat* readers are going through their most highly active and acquisitive stage of life, they are attracted by the advertising. *CityBeat* readers are well above market average in purchasing almost all goods and services like CDs, car stereos and cellular phones and are exceedingly above average in lifestyle activities such as concert, theater and movie attendance, skiing, mountain biking, health club membership, etc. They are also expanding the quality of their lives through continued education, health and fitness, travel and exploration of spiritual meanings.

When you place an ad in *CityBeat*, you can be assured you're targeting a premium audience of readers that is often difficult (and expensive) to reach through traditional media.

CIRCULATION + DISTRIBUTION

CityBeat is available free to readers every Wednesday via more than 1000 outlets in Greater Cincinnati including Northern Kentucky. Most of the copies are distributed in areas where our readers work and live: downtown, surrounding neighborhoods, in and around office complexes as well as premium visibility, high-traffic locations throughout the city (supermarkets, convenience stores, record stores, deli markets, college campuses, etc.). To achieve maximum usefulness for both readers and advertisers our controlled circulation system strives to keep demand higher than supply; this assures that copies get picked up quickly with most gone by the weekend. Check with your account executive for the most recent circulation and readership figures.

AD PLACEMENT

To create convenience for our readers and advertisers, every attempt is made to place ads by nature of content. We try to place musical entertainment ads in the music section, movie ads in the film section, etc. Generally, retail ads are placed in the main news section, and special events generally go in the listings area.

Requests for position can be made but are never guaranteed. No adjustments will be given if and when a position request is not fulfilled. Select placement pages are available for a premium charge; contact your account executive for details.

PAYMENT TERMS

While we would love to have a liberal credit policy, the sale of advertising is our only source of revenue. We want to keep our ad rates as affordable as possible, so we require payment in advance of publication. There are exceptions; but credit will be extended judiciously and only after a fully completed and signed credit application is received and approved by *CityBeat*. Invoices are due and payable upon receipt. Advertisers with past due balances may lose their credit privileges.

ADVERTISING DESIGN

Ad design and layout is considered to be an integral element of the paper's look. Ads get better results when they catch the readers' attention, and we've established design criteria with that goal in mind. We provide typesetting, scans and professional layout assistance as part of our service. Ads requiring extensive production work are subject to additional charges. Your account executive will help you assess your production needs. *Note:* Subject matter, form, size, quality, illustrations, photography and typesetting are subject to approval by the publishers.

COLOR + INSERTS

Four color process ads are an additional \$350. Custom spot color rates quoted on request. We also accept preprinted inserts. Consult your account executive for rates and details.

CONDITIONS/INDEMNIFICATION

Advertisers/agencies are liable for all content (including text, representation and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against *CityBeat*, its officers or employees. The publisher reserves the right to revise, reject or omit without notice any advertisement at any time. Publisher accepts no liability for its failure, for any cause, to insert an advertisement. If a mistake in advertising occurs (including but not limited to omission, copy error or size error) and is the fault of the publisher, advertiser remedies will be limited to whichever of the following is appropriate: insertion of a "make-good" advertisement in next available issue or cancellation of charges for the portion of the advertisement rendered valueless by the error. No allowance, however, will be granted for an error that does not materially affect the value of an advertisement. To qualify for an adjustment, any error must be reported within 1 week of publication date. Credit for errors is limited to the first insertion. Publisher shall not assume further financial responsibility for errors, and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate their return. The publisher reserves the right to revise advertising rates at any time. Announcements of an increase shall be made 4 weeks in advance to contract advertisers. No verbal agreement altering the rates and/or the terms of the rate card shall be recognized.

MECHANICAL INFORMATION

CityBeat is a 4-column tabloid format publication printed on newsprint. Ads may be submitted on disk or e-mailed to us. For a spec sheet detailing REQUIREMENTS, please contact your ad representative or download from www.citybeat.com.

The use of overprints, reverses and extremely fine type is discouraged; the results of their use cannot be guaranteed. Ads smaller than a full page MUST be bordered to their exact dimensions with a minimum hairline rule top and bottom to full width.

811 Race Street, Fifth Floor, Cincinnati, Ohio 45202 | 513 665 4700

EDITORIAL FAX: 513 665 4369 SALES/ACCOUNTING FAX: 513 665 4368

EMAIL: CBLETTERS@CITYBEAT.COM | WWW.CITYBEAT.COM



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378,100 ADULTS EACH MONTH

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BUT DON'T
VISIT THE WEBSITE

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READ THE
PRINTED EDITION

THE MOST ACTIVE AND
INFLUENTIAL CUSTOMERS USE
BOTH PRINT AND ONLINE

THE CITYBEAT ONLINE READER IS...

AFFLUENT. 65% Earn More Than \$50,000 Per Year

EDUCATED. 47% Have one or more college degrees

YOUNG. 77% are 18-44

OUR ONLINE READERS ARE YOUNG, AFFLUENT, EDUCATED, EMPLOYED, AND GROWING!

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CityBeat

CityBeat.com

ONLINE RATE CARD

Effective October 1, 2008

CityBeat



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Home To Do News Music Voices Movies Arts Food Blogs Classifieds Promotions Special Sections Article Archive MPMF Index

BEST OF CINCINNATI TODAY [SATURDAY OCT. 4]

Art: The Carnegie Visual and Performing Arts Center
The Carnegie Visual and Performing Arts Center gets weird with The Bold, Beautiful and Bizarre. Monday-Saturday. Through Oct. 10.

What's Going On!
Events Live Music Movies Restaurants Photos Promotions

STAFF BLOG: THE DAILY BEAT
Taft Gets Props Oct 03
Energetic Friday Oct 03
Stage Door: Durango Oct 03
Cintas Execs Face Backlash Oct 02
GOP Sends Mixed Signals Again Oct 02

MidPoint Central
It's all over but the memories and the clean-up. Relive MPMF right here!

COLLEGE SURVIVAL GUIDE
Facebook 101
An introduction to Internet socialization
Webkinz. "E-mail" was a buzzword, and perhaps just as notably "buzzword" was a popular term. "Cyberspace" was another - a term affirming the distinction between the Internet and the "real world." This distinction is now obsolete.

COLLEGE SURVIVAL: CAMPUS VIEWS
Xavier University
Eamon Roach, Sophomore, Philosophy and Natural Sciences Majors. Q: What are the campus issues people are talking about? A: Much of the conversation about campus issues seems to revolve around the new construction.

Fountain Square and Parking Tickets
In 1871, Henry Probasco gave the city of Cincinnati the Genius of Water sculpture and fountain. Her home became Fountain Square, and the square has been the center of the Queen City ever since. Fountain Square has been renovated multiple times.

Hope Springs Eternal in Redsland, but Hope Gets Really Boring
The Reds officially ended their season Sept. 28 with a five-game losing streak. They unofficially ended their season with a five-game losing streak at the end of July. It seemed like the Reds were always on a five-game losing streak this year. At least we know where they stand.

Another seven days of Putin flying over our airspace
John McCain heard about President Bush's proposed \$700 billion economic-help-out plan today and said, "Hold it! America needs help from a maverick! I'm going to Washington!" and then he postponed his presidential campaign.

CityBeat.com
powered by zipscene.com

With a simple click of the mouse, hundreds of thousands of unique readers could be seeing your ad. CityBeat.com has everything you'll find in the newspaper counterpart: award winning journalism and photography, as well as the most comprehensive resource for arts, entertainment and dining listings hands down. But, you'll also find internet only content, a vibrant blogging community plus free community classifieds.

Leaderboard 728 x 90 pixels

One Week: \$225

Two Weeks: \$195/week

Four Weeks: \$165/week

15,000 page impressions/week minimum

Location: Top of every page, run of site.

Skyscraper 160 x 600 pixels

One Week: \$225

Two Weeks: \$195/week

Four Weeks: \$165/week

15,000 page impressions/week minimum

Location: Right column of page, run of site.

Lower Skyscraper 160 x 600 pixels

One Week: \$180

Two Weeks: \$150/week

Four Weeks: \$120/week

15,000 page impressions/week minimum

Location: Right column of page, below top skyscraper, run of site.

Rectangle 300 x 250 pixels

One Week: \$225

Two Weeks: \$195/week

Four Weeks: \$165/week

15,000 page impressions/week minimum

Location: Embedded on home page, articles.

Lower Leaderboard 728 x 90 pixels

One Week: \$180

Two Weeks: \$150/week

Four Weeks: \$120/week

15,000 page impressions/week minimum

Location: Bottom of every page, run of site.

Acceptable File Types

Animation: allowed

File Types: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash

File Weight: Non-flash 20k, Flash 30k

Flash Ads - additional \$75/week (web-ready only)

Streaming Video - additional \$100/week (web-ready only)