

AUGUST
2009

[Cincinnati
Magazine]

Boys Hope Girls Hope

PRESENTED BY



24TH Annual Pro/Am Golf Outing Special Section:

The Kroger Boys Hope Girls Hope special section will promote and showcase significant achievements of the Boys Hope Girls Hope non-profit association in the August 2009 issue of *Cincinnati Magazine*. This section will educate over 270,000* *Cincinnati Magazine* readers about the Boys Hope Girls Hope mission: BHGH helps academically capable and motivated children-in-need to meet their full potential and become men and women for others by providing value-centered, family-like homes, opportunities and education through college.

Vendors receive a full page or 1/2 page facing ad with each full page or 1/2 page paid ad to show your support to Boys Hope Girls Hope.

*Media Audit January–March 2007 / August–September 2007 cumulative.

EARLY RESERVATION OPPORTUNITY! Reserve your ad by May 15, 2009 for a potential Kroger display opportunity. Details available from your sales rep and/or Lance Parsons, Drug/GM Merchandising, Kroger Cincinnati/Dayton KMA, 513-782-3385 or lance.parsons@kroger.com

AD SPACE RESERVATION DEADLINE: JUNE 15, 2009
FINAL AD MATERIALS DUE: JUNE 29, 2009

Mailed to subscribers – July 17

Available on newsstands – July 30

CAREW TOWER, 441 VINE STREET, SUITE 200 • CINCINNATI, OH 45202
(P) 513.421.4300 • (F) 513.562.2788 • WWW.CINCINNATIMAGAZINE.COM

FOR ADVERTISING INFORMATION, CONTACT JOHN LUNN
AT 513.562.2752 OR JLUNN@CINTIMAG.EMMIS.COM

BOYS HOPE GIRLS HOPE SPECIAL ADVERTISING SECTION

FROM THE PUBLISHERS OF

[Cincinnati
Magazine]



Opening Doors
to Opportunity

WINNER!
Magnum
Opus

2008 SILVER AWARD



Boys Hope Girls Hope
of Greater Cincinnati

ADVERTISING OPPORTUNITIES

LIMITED AVAILABILITY



Full Page Spread Sample



Vendor Half Page Spread Sample

- Full-Page Spread - \$7,305 net
- Half-Page Spread - \$4,650 net
- Half-Page Horizontal - \$2,080 net
- Inside Front Cover or Back Cover - \$4,895 net
- Gatefold rates upon request

AD SIZE

- Full-Page Cover
 - Live Area: (7" x 9.5")
 - Document Size: (8.125" x 10.5")
 - With Bleed: (8.375" x 10.75")
- Full-Page Spread
 - Live Area: (15" x 9.5")
 - Document Size: (16.25" x 10.5")
 - With Bleed: (16.5" x 10.75")
- 1/2 Horizontal
 - Document Size: (7" x 4.625")
- 1/2-Page Spread
 - Non-Bleed Size: (15.25" x 4.625")
 - Bleed Size: (16.5" x 5.25")

A digital file checklist is available with more detailed specifications.

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Distribution/Circulation:

- 48,000 copies bound into the August 2009 issue
- 2,000 overruns will be distributed throughout the golf weekend activities, major donors, Kroger management team and for future use by the Boys Hope Girls Hope foundation.