



Hurry, closing for space reservations is **February 2, 2018!**



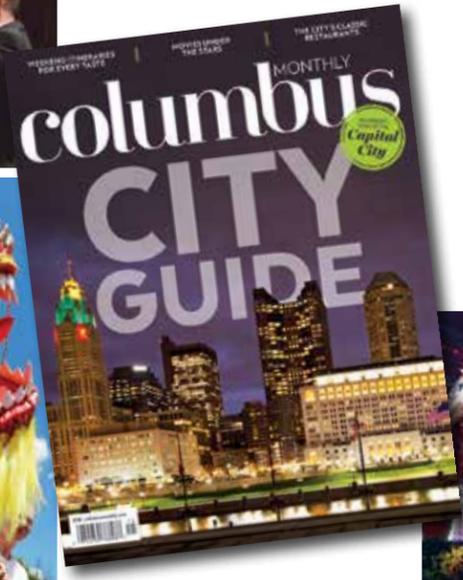
2018 Columbus City Guide

Columbus Monthly's annual *City Guide* is an indispensable almanac for Central Ohio visitors and residents alike. It contains information about events, attractions, the arts, shopping, sports, dining, schools, neighborhoods and community resources. With *City Guide*, Columbus visitors can get the most out of their stay and residents can get the most out of their hometown.

City Guide will be available in more than 12,000 guest rooms in leading hotels to welcome guests to Columbus, and an additional 3,000 copies will also be distributed at visitor centers, major conventions and sporting events, such as the Arnold Sports Festival and Memorial Tournament. This publication will also be distributed in a premium edition of the *Columbus Dispatch* to all of the newspaper's 110,000 subscribers.

Columbus *City Guide* will be published in March 2018, printed with a heavy cover for added durability as visitors and residents refer to it throughout the year.

+ 110,000
Dispatch
distribution!



City Guide Restaurant Showcase

A special advertising section designed just for restaurants, Restaurant Showcase is a popular alternative to traditional display space. Present your food photos and message in a four-color ad to *City Guide* readers looking for that perfect dining experience.

City Guide's editorial coverage will include listings with detailed information on all advertising restaurants.

- Restaurant Showcase is a distinctive section of quarter-page ads with a standardized format. Each quarter-page ad is 3 3/8" wide by 4 1/2" tall and has a maximum of 100 words, including lines for contact information.
- Advertisers supply their own copy. Use of a logo is allowed, but will reduce the available space for words. Italics may be used for emphasis.
- All ads will feature photographs. You may supply your own high-quality photograph (supplied photos must be in horizontal format) or have a photograph taken by a *Columbus Monthly* photographer for an additional charge.
- All photographs will appear in uniform size, 3 1/8" wide by 2 3/16" high, and will be scaled to the required size at no additional charge. Rates include production work on your Showcase ad.



2018 Columbus City Guide Rates

Magazine Advertising Dimensions width x height (inches)

DISPLAY ADVERTISING RATES

Covers (four-color)	
Inside front cover	\$4,445
Inside back cover	\$4,345
Outside back cover	\$4,545
Four-color process	
Full page	\$4,245
2/3	\$3,185
1/2	\$2,460
1/3	\$1,740
1/6	\$975
Restaurant Showcase (formatted group page/4 per page)	\$495

Issue Date And Deadlines

- Columbus' *City Guide* is an annual publication. The 2018 edition will publish on March 9, 2018
- Closing date for space reservations is Feb. 2; deadline for digital artwork files is Feb. 12. Cancellations are not accepted after the above closing date.

Special Discounts

- Regular advertisers on a 12-time contract with *Columbus Monthly* will receive a 10% discount.
- Regular advertisers on a six-time contract with *Columbus Monthly* will receive a 5% discount.
- Members of the Ohio Hotel & Lodging Association and members of Experience Columbus will receive an additional 10% discount.
- Inquire about special restaurant rates.

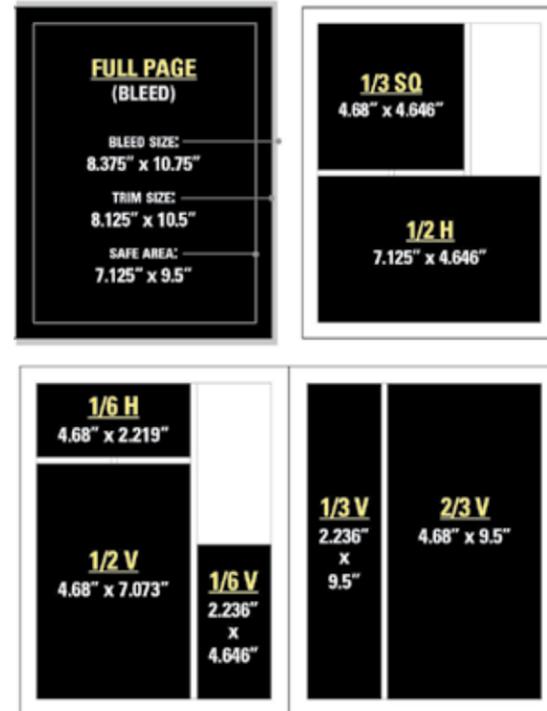
Ad Enhance

Qualifying print ads will appear on DMG websites for seven days and be integrated within the advertiser local business directory to boost search engine results for your business for a \$30 automatic add-on fee. DMG websites include *Columbus Dispatch*, *Columbus Monthly*, *Columbus CEO*, *Columbus Weddings*, *Columbus Alive*, *Columbus Parent* and *This Week* newspapers.

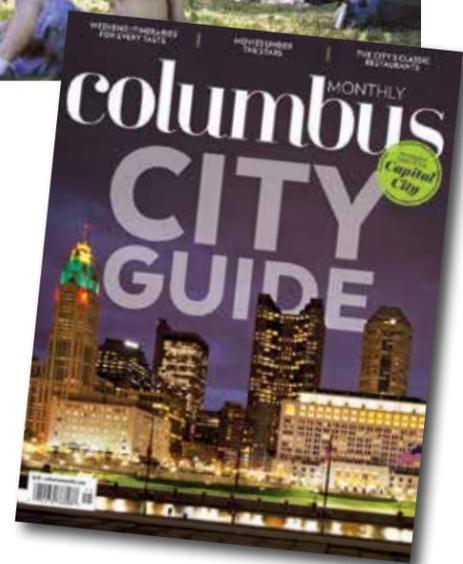
Creative Services

Advertising design by our award-winning graphic design team is available for a nominal fee, based on ad size. Consult your account executive.

Contact your account executive today at 614.888.4567 for more information! Hurry, space is limited!



V = vertical • H = horizontal • SQ = square
Minimum .125" bleed is required on all sides of bleed ads.



MONTHLY columbus CITY GUIDE 2018



COLUMBUS' CITY GUIDE: THE ESSENTIAL RESOURCE FOR CENTRAL OHIO GUESTS AND RESIDENTS!



Columbus City Guide is the perfect vehicle for your business to reach the right target market with your advertising message. Call your Columbus Monthly account executive today at (614) 888-4567 or email advertise@columbusmonthly.com for complete information