

# OHIO PROPANE NEWS

## 2022 RATE SHEET



Ohio Propane News is the official newsletter of The Ohio Propane Gas Association (OPGA). OPGA is a member-focused trade organization providing services that communicate, educate and promote the propane industry within Ohio. Our mission is to provide a unified, proactive voice to influence legislative, regulatory and code issues, and to facilitate training, safety and marketing programs that positively impact the Ohio propane industry. OPGA is an affiliate of The National Propane Gas Association.

Ohio Propane News is a digital publication emailed quarterly to all intrastate and multi-state marketers in Ohio as well as associate, individual, and honorary members. A publication archive is also posted on the OPGA website at [www.ohioprogas.org](http://www.ohioprogas.org). The publication reaches the desks of over 425 propane professionals throughout the state of Ohio. The newsletter has a 43% open rate and a 28% click through rate, on average. All ads are hyperlinked to the advertiser's website. All editorial and advertising is subject to publisher approval and space availability. OPGA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

### EDITORIAL SUBMISSIONS

Ohio Propane News accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of OPGA. Editorial submissions must be typewritten and sent via email to [derek@kdafirm.com](mailto:derek@kdafirm.com).

### PAYMENT

Invoices are prepared following the publication of the newsletter. Payment is due within 30 days from the date of the invoice. To be eligible for the 4x rate, ads must be paid in advance for the year.

### 2022 CLOSING DATES

Deadline for artwork is due by the 28<sup>th</sup> of the month prior to email. Ohio Propane News is generally emailed the third week of the email month.

ISSUE	EMAIL MONTH	DEADLINE
Spring	March	February 28
Summer	June	May 28
Fall	September	August 28
Winter	December	November 28

### PRODUCTION SPECS

Ohio Propane News is distributed quarterly via email. All ads should be submitted in CMYK process or grayscale. Page size is 8.5"x11". Bleeds may be included.

### ACCEPTED FILE FORMATS

- PDF files with fonts embedded and raster images at 150 dpi or more
- Adobe PhotoShop TIFF, JPEG or GIF
- Rich media not accepted

### DIGITAL REQUIREMENTS

We can accept files via WeTransfer, Dropbox or Email. All linked graphics and fonts must be collected for output and included with submission. Emailed files should be sent to [melissa@kdafirm.com](mailto:melissa@kdafirm.com).

### OPGA MEMBER AD RATES

FULL COLOR	1X	4X (prepay only)
Full Page	\$502.50	\$1,860.00
1/2 Page	\$335.00	\$1,240.00
1/4 Page	\$251.25	\$930.00

### NON-MEMBER AD RATES

FULL COLOR	1X	4X (prepay only)
Full Page	\$750.00	\$2,850.00
1/2 Page	\$500.00	\$1,900.00
1/4 Page	\$375.00	\$1,425.00

### AD DIMENSIONS

	WIDTH	HEIGHT
Full Page	8.5"	11"
1/2 Page Horizontal	7.5"	5"
1/4 Page Horizontal	7.5"	2.5"
1/4 Page Vertical	3.625"	5"

