



DD 214 Chronicle

2011 Media Kit

Overview

DD 214 Chronicle is the new, bi-monthly tabloid created for northeast Ohio's 100,000+ military veterans and the advertisers who wish to reach that market with a marksman's rifle-shot accuracy.

The *DD 214 Chronicle* serves four county area of Northeast Ohio (Cuyahoga, Lake Lorain and Summit). The tabloid is produced in conjunction with a veteran's oriented radio program and web site, to provide advertisers with a three-pronged approach to reach the men and women who have bravely served their country. All three are produced by The Uhl Group.

The radio component is "When Johnny Comes Marching Home Again," broadcast on WNCX 989.5 Classic Rock. The show was honored in 2010 by the Ohio Excellence in Journalism Awards.

The web site is www.clevelandwarveterans.com and provides news, veteran information, commentary, as well as podcasts of the radio show. PDF versions of the *DD 214 Chronicle* will be posted on the site once they are published and distributed.



Editorial mission

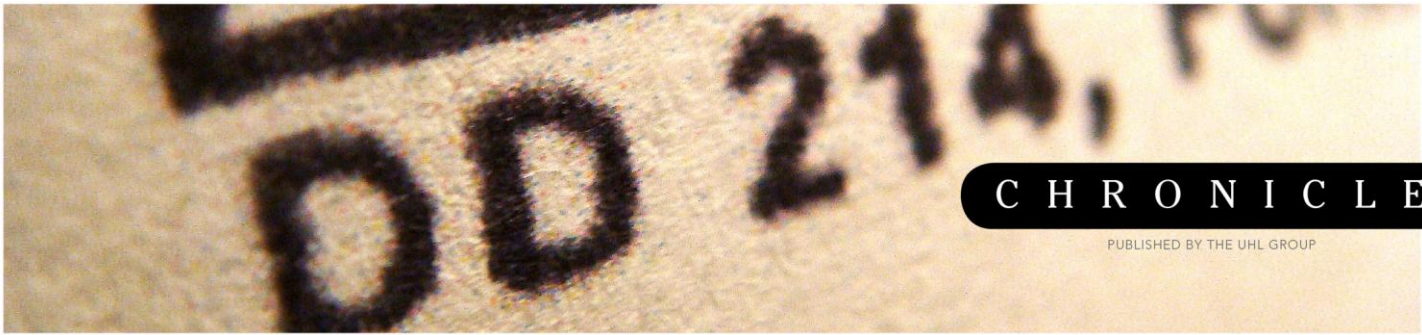
The staff at DD 214 Chronicle is committed to serving a vital market: Military veterans. To accomplish that, our goal is to be the most valuable, influential, and best-written newspaper for veterans in northeast Ohio.

Our readers and contributors provide an intimate perspective of military service, and our coverage of benefits to veterans is unmatched, whether health, housing, or benefits.

At the same time, veterans and their families assume current and important roles throughout the community: Parents, employees, employers, Scoutmasters, coaches, teachers, and much, much more.

Our editorial mission goes beyond veterans' benefits, and includes regular columns on Health, Faith, Real Estate, Education, Finance, Golf, and current events, all important to the veteran community.

Readers and subscribers provide our staff with a wealth of important story ideas. Their contributions allow us to write stories important to our readers. Our editorial staff is led by John H. Tidyman, a former infantryman in the Vietnam War. Tidyman's writing career has been honored many times; he is also the author of seven books.



CHRONICLE

PUBLISHED BY THE UHL GROUP

In addition to the news, features, and announcements, *DD 214 Chronicle* will feature a wide range of columnists on specific topics of interest to veterans. These include:

Jesse Garling	Fitness
James Banks	The Archivist
Rev. Ken Chalker	Faith
Tony Ganda, PGA	Golf
Ray Saikus	Walking Point (Joint Veterans Commissioner)
Rick DeChant	Education
Dana Korosi	Real Estate
<i>Tbd</i>	Law
Chris Joyce	Cigars
Harry Besharet	Book Reviews & Excerpts



Distribution

The *DD-214 Chronicle* is distributed *free* each month to more than 100 area VFW and American Legion Halls where veterans and their families regularly meet.

Free copies are available in various city, county and federal government locations, such as VA medical facilities, that serve the local veteran population. Copies are also distributed through the Cleveland, Cuyahoga and Summit counties library systems. A complete list of our distribution points is available to advertisers.

We use the promotional power of our radio show and website to promote The *DD-214 Chronicle* and urge vets where to go to pick one up.



Sponsorship Packages

Four Star \$15,000

- Full page ad in six consecutive issues of *DD 214 Chronicle*
- Full page corporate sponsor editorial in six consecutive issues
- Two :60 second commercials in 13 consecutive radio shows
- Size A banner ad for six months on website
- Banner ad in one email blast to radio show listener list
- Run one separate 8.5" x 11" insert in one issue (insert produced by advertiser)

Three Star \$12,500

- Full page ad in four consecutive issues of *DD 214 Chronicle*
- Full page corporate sponsor editorial in four consecutive issues
- Two :60 second commercials in seven consecutive radio shows
- Size A banner ad for six months on website
- Banner ad in one email blast to radio show listener list
- Run one separate 8.5" x 11" insert in one issue (insert produced by advertiser)

Two Star \$ 8,500

- Full page ad in three consecutive issues of *DD 214 Chronicle*
- Full page corporate sponsor editorial in three consecutive issues
- One :60 second commercials in 13 consecutive radio shows
- Size B banner ad for six months on website
- Banner ad in one email blast to radio show listener list

One Star \$ 5,000

- Full page ad in two consecutive issues of *DD 214 Chronicle*
- Full page corporate sponsor editorial in two consecutive issues
- One :60 second commercials in six consecutive radio shows
- Size A banner ad for six months on website
- Banner ad in one email blast to radio show listener list



2011 Editorial Calendar

January/February	The Warrior Class and Its Members; Real Estate, Fitness: Hearing
March/April	Education and Careers: How to Put It All Together; Real Estate, Special Health Section; Golf Travel
May/June	Memorial Day Issue: Special Section on The Ohio Veterans Hall of Fame; Cars, Bikes, Trikes, Scooters — and Insurance.
July/August	Special Fourth of July Issue; Veteran-owned businesses; Special Education Section
September/October	Travel, Golf Section, and Special Section: Veteran-Owned Businesses
November/December	Thanksgivings from Combat Zones; Remodeling, refinancing, and Real Estate; Inaugural “ <i>DD 214 Chronicle</i> Commendation Medal” Awards for Individuals Whose Care and Support of Veterans is Above and Beyond the Call of Duty.



Individual Newspaper Ads/Radio Commercials/Website Banners

The DD-214 Chronicle (Monthly newspaper)

Full-page (9.4 x 12")*	\$2,500
Half-page (9.4 x 5.5")	\$1,500
Quarter-page (4.55 x 5.5")	\$ 900
Eighth-page (2.155 x 5.5")	\$ 500

All prices are net. Discounts begin at 3X+ insertions.

“WHEN JOHNNY COMES MARCHING HOME, AGAIN” (Weekly Radio show)

:60	\$150
:30	\$100

All prices are net. Discounts begin at 3X+ placements.

ClevelandWarVeterans.com (Website)

Home Page – 6 months

Size A (728 x 90 pixels)	\$750
Size B (250 x 250 pixels)	\$500

Section Page – 6 months

Size A (728 x 90 pixels)	\$450
Size B (250 x 250 pixels)	\$200

NOTE: For information on deadlines, ad files and submission instructions, please contact DD 214 Chronicle Publisher Terry Uhl at 216-912-2863 or terry_uhl@uhlgroup.com



Demographics

In addition to active military, *DD 214 Chronicle* will also serve veteran in the following counties:

Cuyahoga County: 87,744 (Including 6,224 women)

Lake County 19,377 (Including 835 women)

Summit County 41,985 (Including 3,211 women)

Lorain County 25,046 (Including 2,043 women)

174,000 (Including 12,300 women)

-SOURCE: U.S. Dept of Veteran's Administration (2010)

Contacts

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