

THE MAGAZINE FOR SOPHISTICATED SINGLE ADULTS

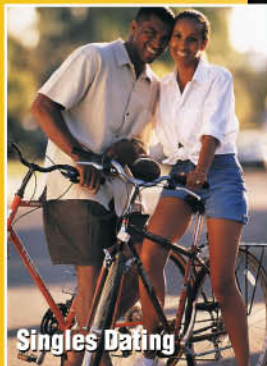
SINGLE[®] SOURCE NEWS



Single Excitement



Single Parenting



Singles Dating



Committed Couples



Singles Groups and Organizations

SINGLE[®] SOURCE NEWS

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The Excitement of Single Living and the Rewards of Quality Relationships

THE MAGAZINE FOR SOPHISTICATED SINGLE ADULTS

SINGLE SOURCE NEWS

What's the most cost effective way to see a **maximum** return on your advertising dollar?
Miami Valley's **ONLY** Singles Magazine!

Readership

Readers will enjoy the superior quality of *Single Source News*® magazine. The articles are informative as well as entertaining. The magazine provides a wealth of information targeting the largest percentage of the Miami Valley's population—single adults 28 to 55-years of age. Among this group are some of the area's most affluent, with over 40-percent having an average income level exceeding 50K. Since single adults comprise the greatest percentage of household occupants in almost every demographic category, advertisers in *Single Source News*® can direct their ad dollars where they will receive the optimum effectiveness—the most active "earners and spenders" of the Valley. Statistics show that the buying power of single adults (over 340,000 in the Miami Valley), constitute the strongest single group of purchasers in all categories with projected purchases for the next year well exceeding that of any other age group or classification. *Single Source News*® magazine is the advertisers direct access to this group of readers. Unlike other publications, *Single Source News*® is the ONLY local publication of its kind specifically targeting the single adult.

Circulation

Our circulation blankets the Miami Valley and surrounding areas covering 10 counties and more the 18 cities. *Single Source News*® magazine is a monthly publication, read by approximately 48,000 readers. Every distribution drop—over 250—has been carefully selected based on visibility and traffic of our demographic audience. Drops include concert venues and restaurants, bookstores and retail establishments, professional buildings and universities. *SSN*® is also delivered via subscription to individuals and groups each month. *SSN*® has one of the largest readership of any local specialty publication.

Production

All our clients benefit from our state-of-the-art production services. Our marketing department will assist you in developing an advertising strategy with dynamic impact. Our art department will assist you in designing, copy writing and preparing exactly the right ad for your individual needs. Photography and digital photo imaging services are also available, as well as full editorial support.

SINGLE SOURCE NEWS® MAGAZINE RATES

DISPLAY ADVERTISING	BLACK & WHITE	COLOR
1/16	125.00	200.00
1/8	175.00	250.00
1/4	300.00	375.00
1/2	600.00	675.00
3/4	900.00	975.00
Full Page	1200.00	1275.00

Interested in classified or personal advertising? Call for more information (937) 428-6694

PREMIUM AD PAGES

FRONT COVER

Full page full color magazine front with full page full color inside feature space - \$3600.00

BACK COVER

Full page full color with 1/4 page inside article space - \$1950.00

INSIDE FRONT OR INSIDE BACK COVER

Full page full color with 1/4 page inside article space - \$1675.00

Special Multiple Buy Discounts Available
Ask Your Representative

Special Discounts for Non-profit Groups and Advertising Agencies

FRONT COVER INSETS, SUBHEADINGS AND CUSTOM SIZES AVAILABLE
CALL FOR PRICES

CLASSIFIED SECTION
BLACK & WHITE \$35.00 ONE COLOR \$45.00
DOUBLE PAGE SPREAD
(Two facing pages)
BLACK & WHITE \$2100.00 FULL COLOR \$2250.00

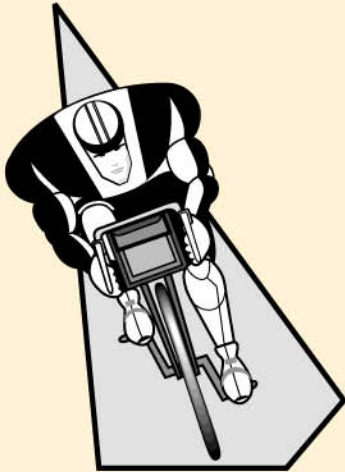
PUBLISHER'S APPROVAL & LIABILITY: All advertising must be approved by the publisher. The advertiser and his/her agency will indemnify, defend and hold harmless the publisher from any claim and loss, expense or liability of the publication of any advertising copy. The liability of the publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. Credits are subject to the publisher's discretion.

DEMOGRAPHIC INFORMATION

There are over 340,000 Single Adults Living in the Miami Valley Area

Recent Purchases and Activities:

- 77,000 shopped a sporting goods store
- 38,000 shopped a jewelry store
- 122,000 attended a movie at a theater
- 159,000 rented/purchased a VCR movie or tape
- 225,000 dined out alone or with their child/children
- 119,000 purchased CD's, or cassettes
- 82,000 purchased bottled water for home
- 129,000 purchased men's/boys' clothing
- 158,000 purchased women's/girls' clothing



Planned Purchases:

- 105,000 plan to buy prescription eyeglasses or contacts
- 62,000 plan to buy computer software
- 61,000 plan to buy a personal computer
- 61,000 plan to buy furniture
- 53,000 plan to buy stereo equipment/CD or tape player
- 39,000 plan to buy a major appliance (refrig, washer, dryer etc.)
- 37,000 plan to buy video equipment (VCR, video camera etc.)
- 37,000 plan to buy a TV set
- 88,000 plan to buy a new or used car, truck or van

All demographic information in this brochure is provided by an independent research firm.

Production Requirements

Digital files are preferred and accepted in PC format only. 150-300 dpi resolution is required. File types accepted include .tif, .eps, and .pdf. Files may be submitted via email at: markgrfx@sbcglobal.net. Veloxes or laser prints may be accepted. Negatives and other materials can be submitted with pre-approval from the production department. Call (937) 428-6694 for more information.

Orders and Agreements

Unfulfilled advertising contracts canceled prior to completion will be short rated at the lowest discount rate earned. Orders cannot be canceled after closing of space reservations 6 days prior to publication release date. The publisher reserves the right to refuse any advertising or articles deemed unacceptable to the publication's standards.

Contracts

All ads will be billed at open rates unless client enters a multi-run contract for 3, 6 or 12 months. A 3 month contract provides a savings of 10%; a 6 month contract provides a savings of 15%; and a 12 month contract provides a saving of 20%.

Special Rates

An additional 15% discount will be applied to nonprofit organizations, and advertising agencies.

Payment

All ads must be prepaid unless credit has been approved. Full payment is due upon receipt of invoice. Approved credit terms are net 15 days from the 1st of the publication month. A late fee of 1.5% per month (18% annual) will be charged on all past due amounts. Failure to make payment within 30 days of due date will result in loss of discounts, and open rates will then be applied to any unpaid advertisements/advertorials.

Advtorial Information

In some instances an advertiser may wish to publish editorial content regarding their business along with an ad. Should the publisher decide that the information would fit the publication criteria, and be of editorial interest to the readership, advtorial space can be made available at a reduced rate.

Circulation

Single Source News® magazine is published monthly. Our readership is approximately 48,000. *Single Source News*® is available at select locations throughout the Miami Valley and surrounding areas, or by mail through a yearly subscription.

Graphic & Printing Services

Complete graphic design and print services are also available for all your business needs. For pricing information call (937) 428-6694.

Single Source News® Magazine Is Available At Over 250 Locations Throughout the Miami Valley, and Select Areas of Cincinnati, Columbus and Richmond, Indiana.

Here's what people are saying...

Advertising our opportunities for adult students at the *University of Dayton* through *Single Source News* has been such a valuable opportunity. Through articles, and beautifully designed advertisements created by the professionals at *SSN*, our presence in the Miami Valley adult learning market has been greatly enhanced, and interest in our *Adult Degree Advancement Program (ADAP)* continues to grow. The *University of Dayton*, is committed to educating the whole person, and is recognized nationally and internationally as an institution of excellence. This tradition of excellence is complemented in many ways by our affiliation with *Single Source News*, a cutting edge publication.

—Julie L. Mitchell, Assistant Dean,
Special Programs & Continuing Education
College of Arts and Sciences
University of Dayton

Single Source News has proven to be an ardent promoter of arts and culture in the Miami Valley. As Director of Community and Media Relations for *DCDC* I know the importance and value of having media support for a performing arts organization. I am pleased to know that *SSN* is not only supportive of *DCDC*, but all the fine and performing arts organizations in our community. *Single Source News* is a valuable asset for the entire Miami Valley.

—Helen Moss, Director Community and Media Relations, Dayton Contemporary Dance Co.

SSN, *WDTN TV2* and *Bucher's Beat* have been a perfect fit! I love bringing my humor to print.

—Jim Bucher, *WDTN TV2*, NBC

Résumé Plus has been a part of *SSN* since the magazine's inception. I have watched it grow in popularity not only among single adults but also as a publication enjoyed by a wide mix of our community. As an advertising medium, *SSN* is a good investment. Each of our leads are tracked, and frequently I hear "Single Source News" as the response to a very important question, "How did you hear about *Résumé Plus*?"

—Sue Montgomery, President, *Résumé Plus*

The *Festival's* major marketing efforts target families. By using *Single Source News* the *Festival* is able to hit the strong singles market in the regional area. Working with the publication has been a wonderful experience. The staff is excellent at generating new story angles, new partnerships and co-ops, and ways to market the *Festival* toward the singles market. *SSN* helps us reach out and pull them in.

—Cheryl Hufford, Marketing Director,
Ohio Renaissance Festival, Inc.

We would be lost without *Single Source News*. What a great free publication! *SSN* provides such great information and exposure for single adults. If I could change anything it would be to have *SSN* expand their coverage area to include SE Indiana, Northern Kentucky, and even more of the Greater Cincinnati area. Thanks for all you do!

—Rodney Gillispie, Owner, *Singles Kala Dance and Social Events*, Cincinnati, Ohio

We are proud to have *Single Source News* as a member of the *Central Ohio Publishers Network*. *SSN* provides a dynamic and quality publication.

—Rosemarie Benning, President, *COPN*

Single Source News is the best source I know of for reaching Dayton's large, diverse singles' community. It's coverage of our organization's purpose, functions, and special events has enabled *Group Interaction* to attract participants from all over the Miami Valley.

—Don Loose, Past Co-Director and Trustee
Group Interaction, Inc.

We have been advertising in *Single Source News* since the second issue, and have found working with the publication beneficial in many ways. The staff is more than happy to go out of their way; and they always make us feel like the most important advertiser they have. Every detail is covered, and what they promise—they deliver!

—George & Harriet Argue, Owners
Truffles Café and Catering

Single Source News is a great resource for our downtown events promotions. We are always looking for ways to promote the exciting Dayton happenings, and this publication provides a vehicle for us to reach the Dayton singles crowd.

—Laura Woeste, Marketing Manager
Downtown Dayton Partnership

Advertising in *Single Source News* is a valuable tool in promoting the activities and classes offered here at *The Vineyard*. Newcomers frequently mention our presence in this wonderful magazine.

—Joan C. Hood, Director, *Singles Ministry
The Vineyard Church*

TERMS & CONDITIONS OF ADVERTISING

Payment

Accounts are payable upon receipt of insertion order and/or signing of advertising agreement. Terms may be granted to clients with approved credit. Terms are net 15 days from 1st day of publication month. Payments received after due date will be charged interest at the rate of 1.5% per month (18% annual). Failure to make payment within 30 days of due date will result in loss of all discounts, and open rates will then be applied to any unpaid advertisements/advertisements.

Frequency Discounts

To earn frequency discounts, advertising must be inserted within one fiscal year. Consecutive runs of 6 or more will earn additional discounts. Unfulfilled contracts or contracts cancelled by advertiser prior to completion will be short rated at the lowest rate earned. Insertions may not be cancelled after closing date (5 days prior to publication release date).

Deadlines & Publication Dates

Ad copy and/or articles must be submitted no later than the 8th of the publishing month. No changes will be accepted to proofed copy 3 days prior to publication production date.

Order Errors

Oral agreements will not be binding on the publisher. Orders containing incorrect rate or conditions will be inserted and charged for in compliance with rates and conditions shown on this rate card. Such errors will be considered clerical only.