The CALL & POST is the most efficient route to reach the wealth of active Black Ohioans with effective purchasing power, decision-making and discretionary income. Let us provide you with the service you require to reach out to our community.

MEDIA:

The CALL & POST works in a PC environment for the preparation and reproduction of graphics. Ads created using Macintosh proprietary fonts can be an issue.

COLOR:

Color images should be prepared for CMYK process color. Black & White ads should not be submitted in color.

AD FORMATS:

Preference is Adobe Acrobat PDF files. TIFF and JPEG files for ads and photos are also accepted. Rich text (rtf) or Word (doc) files for news and classified copy. We also accept Quark Xpress files/documents.

AD SUBMISSION:

Email ad copy to advertising@call-post.com and copy your respective account executive.

AD SPACE RESERVATION DEADLINE:

CALL & POST and CP2 insertions are to be received the Wednesday at 3:00PM prior to publication date.

ADVERTISING COPY DEADLINE:

Advertising ad copy is Friday 12:00 PM preceding the publication date. Inserts must be shipped and received at printer at least one week prior with instructions attached (date and quantity for insertion).

CLASSIFIED ADS:

There are two kinds: 1) in-column ads are considered liners. 2) the other is display classified

CREDIT:

No credit without approval. Advertisements under $500 are not subject to credit and must be paid when the order is placed. Political ads are only accepted at open rate with payment in advance. Advertisers may be eligible for discounts if contracted for multiple insertions.

For ad size mechanics, available rates, or further information please contact our sales staff:

MARKETING AND SALES

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