

# Easy Side Publishing Co., Inc.

## EAST SIDE DAILY NEWS

11400 Woodland Avenue

Cleveland, Ohio 44104

(216) 721-1674

email: [esdn1@yahoo.com](mailto:esdn1@yahoo.com)

website: [www.eastsidedailynews.com](http://www.eastsidedailynews.com)

Thank you for taking the time to talk to me over the telephone recently concerning advertising in the EAST SIDE DAILY NEWS. I am sure tht your readers will be very interested in your product(s). Our current rates and publication dates are as follows:

Effective September 1, 2002

Full Page.....	\$4,000.00
Half Page.....	\$2,000.00
Quarter Page.....	\$1,000.00
Per Column Inch.....	\$ 25.00
Agate Line.....	\$ 1.78

Friday Contract Rate is

\$15.00 per column inch for 13 issues

Color cost is \$100.00 each issue for less than a 1/4 page ad: adn \$200.00 per issue for a 1/4 page or larger.

### Publication Data:

Printed Offset/Broadsheet.....	12 1/2 x 21 1/2
Circulation.....	20,000
Copy area.....	20 x 11 1/2
Column Width.....	1 1/2

7 Column Per Page

### Circulation Areas:

Larchmere - Woodland - Shaker Square, Lee - Avalon - Chagrin - Buckeye - Woodland Mt. Pleasant - Lee-Harvard - Miles-Union - University Circle Area - Warrensville Heights The Village of Highland Hills - The Village of North Randall and the City of East Cleveland

I am eager to assist you on meeting your advertising goals as economically as possible. I will be contacting you in a few days to discuss how we may assist you in doing so. If you have any questions, do not hesitate to call me at (216) 721-1674. My email address is [esdn1@yahoo.com](mailto:esdn1@yahoo.com).

Sincerely,

Advertising Director

“Covering The News Today For A Better Tomorrow”