

# 2009



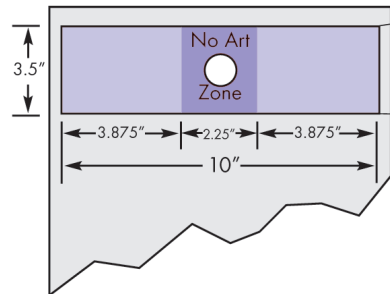
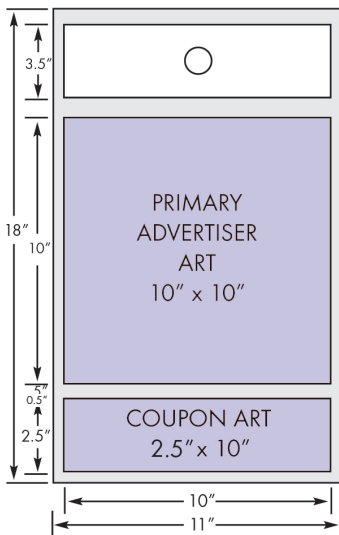
## ON THEBAG ADVERTISING RATES

### COUPON BAG

Bag Size: 11" x 18" • Art Size: 10" x 10" • Art Size Coupon: 10" x 2.5"

	Quantity	1-2 Colors	3-4 Colors	4-C (CMYK)
<b>Columbus</b> (Franklin County) .....	415,000+	35.00/M	37.00/M	Per Quote
<b>Chillicothe/Circleville</b> (Ross/Pickaway Counties) .....	49,000+	40.00/M	45.00/M	Per Quote
<b>Delaware</b> (Delaware County) .....	57,000+	40.00/M	45.00/M	Per Quote
<b>Lancaster/Logan</b> (Fairfield/Hocking Counties) .....	66,000+	40.00/M	45.00/M	Per Quote
<b>Marion</b> (Marion/Morrow Counties) .....	42,000+	40.00/M	45.00/M	Per Quote
<b>Marysville/London</b> (Union/Madison Counties) .....	32,000+	40.00/M	45.00/M	Per Quote
<b>Newark</b> (Licking County) .....	64,000+	40.00/M	45.00/M	Per Quote
<b>Zanesville/New Lexington</b> (Muskingum/Perry Counties) .....	47,000+	40.00/M	45.00/M	Per Quote
<b>Out of Market</b> .....		Per Quote	Per Quote	Per Quote
<b>Plate Costs</b> .....		\$300-\$350	\$600-\$700	\$1500-\$2500
		Per Color (Plus Tax)	Per Color (Plus Tax)	(Plus Tax)

\*415,000 bags is minimum quantity to reserve Franklin County.



### BAG HEADER

**Art Size: 10" x 3.5" (Less "No Art" Zone)**

All type and art must be white reversed against a color background within live art area. (As shown)

Upon availability, header may be reserved for \$5 per thousand, or at a minimal fee if bag side is reserved by same customer.

- Rates are for advertising on one side of TheBAG only. The reverse side of TheBAG will contain advertising from a second advertiser.
- Advertising on TheBAG requires printing plates. For exact ads that repeat and run on more than one date, printing plates usually can be reused.
- Delivery area for on TheBAG advertising must be selected 6 weeks prior to publish date. Failure to do so may result in forfeiting the ad date.
- Camera ready art is due 4 weeks prior to publication. Failure to do so may result in forfeiting the ad date. Original bag artwork can be created at OnTarget Marketing for \$55 per bag ad.
- Rates are expressed in cost per thousand bags ordered (\$/M).
- 1% of total quantity will be added for printing overage.
- First selections for the calendar year occur during the annual fall lottery. Primary advertiser cannot be preempted.
- Any date cancellations may require a deposit of one-half cost of next scheduled date to prevent preemption of any/all future dates.
- Prepayment Policy - All prepayment sales require full payment for each advertisement prior to reservation deadline. Printing prepayment is required prior to printing deadline.

**Columbus: 7801 N. Central Drive • Lewis Center, OH 43035**  
**Sales: 740-548-2100 • Toll Free: 800-837-4342**

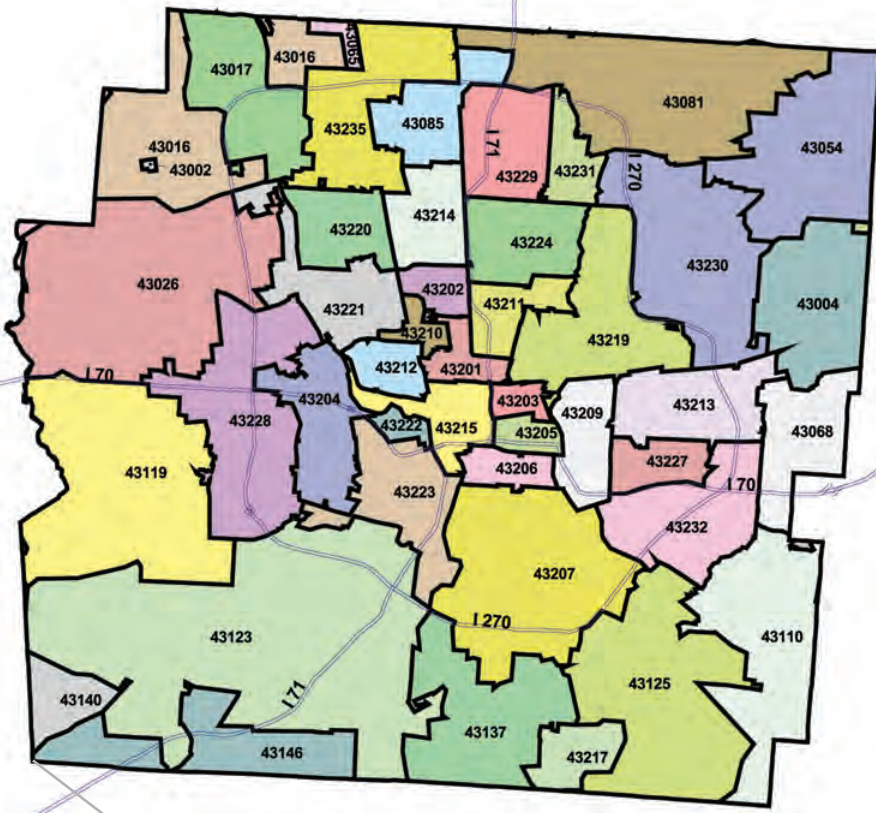
**Hebron: 1120 O'Neill Drive • Hebron, OH 43025**  
**Sales: 740-928-0459 • Toll Free: 800-589-2172**

[www.thebag.com](http://www.thebag.com)

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**ONtarget**  
M A R K E T I N G

## ON THE BAG ADVERTISING RATES



### Franklin County

Reserve by full county 417,000+

### Outer Counties

Reserve by county groups as shown:

- Chillicothe/Circleville** (Ross/Pickaway Counties) ....49,000+
- Delaware** (Delaware County) .....57,000+
- Lancaster/Logan** (Fairfield/Hocking Counties) .....66,000+
- Marion** (Marion/Morrow Counties) .....42,000+
- Marysville/London** (Union/Madison Counties) ....32,000+
- Newark** (Licking County) .....64,000+
- Zanesville/New Lexington** (Muskingum/Perry Counties) .....47,000+

