

Sun News Zone Information

- West Shore / Sun Sentinel
- Sun Post Herald
- Sun Post / News Sun
- Sun Star Courier
- Brunswick Sun / Medina Sun
- Sun Messenger / Sun Press
- Chagrin Solon Sun

New Year Resolution for Small Businesses— be more mobile!

- We offer:**
- ✓ Responsive website design
 - ✓ Mobile advertising
 - ✓ Mobile couponing

Work with us for all your mobile marketing needs throughout the year.



32%
of smartphone owners performed a local search on their smartphone in the last week.



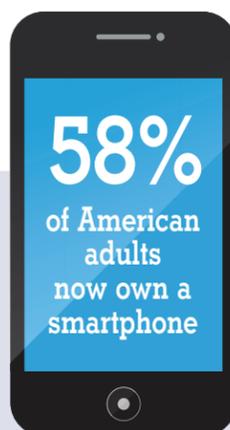
46%
of smartphone owners have made a purchase via their smartphone.



59%
of local smartphone owners used a smartphone or tablet to conduct a search in the last 30 days



87%
of cleveland.com readers have shopped online this year



Sources: Pew Research Center, ComScore, Scarborough Research

For details, contact your Northeast Ohio Media Group Account Executive or:
Sarah Short 216-999-3504 sshort@cleveland.com

NORTHEAST OHIO MEDIA GROUP
— REPRESENTING —
THE PLAIN DEALER | cleveland.com | SUN NEWS

2014 Shop Local for the Holidays Program

Don't miss your opportunity to showcase your business to local holiday shoppers.



TARGET HOLIDAY SHOPPERS

Once Thanksgiving hits, it's officially holiday shopping season!

We want to drive awareness of Small Business Saturday, a big day for small biz. The local shopping push encourages people to shop in their communities and help fuel economic growth in their regions.

Publication Date:

Thursday, November 27

Space Reservation:

Monday, November 17 at 3pm

Advertorial Copy:

Tuesday, November 18 at 5pm

Materials Due:

Wednesday, November 19 at 5pm

Ad Completed:

Thursday, November 20 at 4pm

Shop Local for the Holidays

November 27th

Get your message in front of Northeast Ohio shoppers through an integrated marketing campaign in print and online.

- On Thanksgiving Day, your local Sun News paper will publish a special "Shop Local for the Holidays" section featuring deals, gift ideas and seasonal messages that readers can use as a shopping guide.
- Extend your reach through the digital version of "Shop Local for the Holidays." Your message will be featured on cleveland.com/shoplocal, a mobile-friendly webpage for shoppers on the go, from November 24 through December 7. Your ad will be an active link to your website. This webpage will be promoted on cleveland.com, on social media, in The Plain Dealer and in Sun News.

- Full Color Included!

Shop Local for the Holidays: Last Minute Edition

December 11th

- As shoppers scramble to find last-minute holiday gifts, you have another opportunity to reach them. On December 11, Sun News will publish a special "Shop Local for the Holidays: Last Minute Edition" section to provide gift ideas for those still looking for the perfect present.

- Full Color Included!

Reach new customers with The Plain Dealer

Draw customers from new areas and maximize your reach. Run your ad in The Plain Dealer on Black Friday, November 28, and on Sunday, November 30. Ask your account executive for details.

Advertorial Opportunity

Buy a half-page or larger in the November 27th "Shop Local for the Holidays" and an article about your business will appear in that section at no additional cost. (Optional photo may be added with your advertorial.)*

*Customer supplied. Maximum 300 words per advertorial. We reserve the right to edit copy. Photo used if space available.

Showcase your HOT holiday gift!

Participate in the print and digital Shop Local for the Holidays package and feature one hot item in cleveland.com's Holiday Gift Guide at no charge. This interactive guide will be part of cleveland.com's Facebook page, so it's easily shareable on social media. Simply provide us with a photo and description of the item you'd like to showcase and we'll include it in our gift guide with a link to your website.

SHOP LOCAL for the holidays
SPECIAL ADVERTISING FEATURE
Karen's Hallmark offers new holiday keepsakes for 2014

Yes, there really is a Karen behind the success of Karen's Hallmark stores. Even after mastering the art of sentiment for 24 years, Karen Myers continues to enjoy the moment and employees in her "My husband and I... in a recent interview," we are where we are... they are based on what's best for our company. The number one most important thing is to work together. We treat each other with respect and dignity, and that's how we treat our customers." Family is extremely important to her, as evidenced by a special product offering the developed. "We have a private label jewelry line in our store," Myers said. "It's called Madison Cole by Karen, Madison and Cole are my grandchildren. The y-okee toy (for Christmas) is just \$19.95. I play buttons all the time. We... Jingle and Bell, which... accessories, a DVD... for \$34.95. Vera Baby... (clothing and accessories) by Vera Bradley has simply outstanding packaging." This year marks the 40th anniversary of the introduction of Hallmark's Keepsake ornaments. For more information, go to hallmark.com.

300 words with 1/2 page or larger ad size

REMOTE CAR STARTERS
Start your Car from your Phone!
Starting At \$179
WiredRight AUTOMOTIVE ELECTRONICS
22350 Lorain Road
Fairview Park • 440-734-3838
Mon.-Fri. 8 a.m.-5 p.m. & Sat. 8 a.m.-12 p.m.

KAREN'S Hallmark
Thanksgiving Weekend Only!
Friday, Saturday & Sunday, Nov. 29 - Dec. 1

Buy one get one 1/2 off Specials!
Hallmark Holiday Boxed Cards
Yankee Candles & Accessories
Frames • Jewelry & Accessories
Boxed Chocolate & Other Edibles
Music • Gift Ornaments

40% OFF a single item

Valid 11/29/13 - 12/1/13. See store for additional exclusions. Discount will be taken on equal or lesser valued items.

Brecksville - 8869 Brecksville Rd. (440) 746-2273
Parma - 1885 Snow Rd. (216) 644-0952
Brunswick - 3674 Center Rd. (330) 273-9622
Rocky River - 21637 Center Ridge Rd. (440) 331-8121
Berea - 413 W. Bagley Rd. (440) 260-7535
Ridge Park Square - 4776 Ridge Rd. (216) 335-9133
Hudson - 118 W. Streetsboro Rd. (330) 655-0020
Montrose - 3891 B Medina Rd. (330) 666-9731

South Plaza - 390 Waterloo Rd. (330) 773-8552
Tallmadge - 612 South Ave. (330) 630-1925
Norton - 3200 Greenwich Rd. (330) 825-6012
Green - 3971 S. Main St. (330) 645-0999
Ellet - 2420 Wedgewood Dr. (330) 733-4070
Medina - 867 N. Court St. (330) 723-5838
Canton - 2875 Whipple Ave. NW (330) 477-7982
N. Canton - 1448 N. Main St. (330) 499-1123

These gray leather booties have a deep red stacked heel. They're \$165. Hanger by Jeffrey Campbell from Knuth's. Click for more looks.