



ADVANCE OHIO

MEDIA KIT

2025



100+ YEARS OF CLIENT STORYTELLING.



DATA-DRIVEN MARKETING.



LOCAL PRESENCE. NATIONAL REACH.

www.advance-ohio.com
marketing@advance-ohio.com
216.999.3900

ADVANCE LOCAL
Part of Advance Local - Midwest



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ABOUT US

ADVANCE OHIO

 cleveland.com

THE PLAIN DEALER

SUN NEWS 

We're thrilled that Advance Ohio is your chosen partner in business growth. As an advertiser, you're gaining access to our powerful network of 5.5 million monthly readers across cleveland.com, The Plain Dealer, and the Sun News, and a brand alignment with our trusted journalism legacy.

Advance Ohio delivers integrated, multi-channel marketing programs customized to meet your specific needs through creative development, digital solutions, print opportunities, strategic marketing, and performance analytics. Our full-service team supports your entire marketing process—from planning and strategy through creation, development, implementation, and campaign management.

We partner with clients across diverse sectors including tourism, politics, education, financial, travel, gaming, entertainment, sports, retail, restaurants, non-profits, and municipal organizations. Our mission is to exceed your expectations at every stage of your journey with us. We don't just deliver services—we deliver results that drive your business forward.



ADVANCE OHIO

www.advance-ohio.com | 3

PART OF A GLOBAL COMPANY

Cleveland.com, The Plain Dealer, and Sun News comprise Advance Ohio, a dynamic media company equipped to serve our Ohio region. A division of Advance Local, a leading national media company comprising 18 news and information websites that rank #1 among local media in their respective market. Advance Ohio is part of Advance, along with Condé Nast and American City Business Journals.

National Connections with Extensive Reach

WE HAVE A STRONG FOUNDATION LOCALLY WITH TRUSTED BRANDS AND TEAMS WHO ARE EMBEDDED IN THE HEART OF THE COMMUNITIES THEY SERVE.

LOCAL

ADVANCE OHIO

 cleveland.com

THE PLAIN DEALER

SUN NEWS 

REGIONAL


mlive.com

THE ANN ARBOR NEWS

THE BAY CITY TIMES

THE FLINT JOURNAL

THE GRAND RAPIDS PRESS

JACKSON  CITIZEN PATRIOT

KALAMAZOO GAZETTE

Muskegon Chronicle

The Saginaw News

NATIONAL

CONDÉ NAST

POP
made in seattle

ADVANCE
LOCAL

 turnitin

Stage
ENTERTAINMENT

ACBJ


LEADERS GROUP

THE
IRONMAN
GROUP

ADVANCE
HEALTHCARE

ADVANCE
EDUCATION

ADVANCE
RECRUITMENT

ADVANCE
TRAVEL & TOURISM

Adpearance

HEADLINE
Group

CLOUD  THEORY™

 zerosum.

MDIGITAL

HOOT
INTERACTIVE

SEARCH OPTICS®
Intelligent Retail



 cleveland.com

lehighvalleylive.com

AL 

gulf  live.com

MASS  LIVE

nj  .com

 OREGONLIVE

PENN
LIVE

silive.com

syracuse.com

 NYup.com

ADVANCE OHIO

OUR INDUSTRY BRANDS

Advance Ohio serves as the digital cornerstone of Advance Local's integrated ecosystem in Northeast Ohio, while extending its influence through Advance's nationwide network. As the region's premier news and information platform, Cleveland.com amplifies the specialized capabilities of Advance Travel and Tourism, Advance Education, Advance Healthcare, and Advance Recruitment—creating a comprehensive media and marketing powerhouse with national coverage. This strategic alignment exemplifies our synergistic approach, where complementary divisions collaborate to deliver industry-specific solutions while leveraging Cleveland.com's extensive audience reach and Advance's rich first-party data across extended networks. Together, this unified system provides unparalleled value to businesses and organizations seeking to connect with targeted communities locally or scale their message nationally, reflecting our commitment to making a meaningful impact across the diverse sectors we serve.



At Advance Education, we elevate student success through marketing campaigns as unique as you are. We craft customized enrollment campaigns for higher education institutions that promote student success while aligning with your institutional goals. Our approach incorporates the human element to build connections between you and your students.

► www.advancededucation.com



Advance Travel & Tourism is a destination marketing team within Advance Local. From local to regional, national or international, we bring the traveler to you. Let us connect you with 645 million engaged travelers.

► advancetravelandtourism.com



At Advance Healthcare Marketing, we're experts in specialty practice marketing. With our unique insights into the local patient market, we can provide digital marketing solutions that will optimize your efforts.

► www.advancehealthcaremarketing.com



Advance Recruitment can help your company create the best plan of action for your workplace and needs. We employ the most up-to-date recruitment processes in the industry. While we're local, we have a national reach. Advance Recruitment marketing specialists can help you create the talent recruitment strategy you need to staff your business in this challenging market.

► www.advancerecruitment.com

MARKETING STRATEGISTS

Advance Ohio offers direct-buy media placements within our newspapers and world class news and information website. But our relationship with our clients goes well beyond ad placement. We generate content for social media campaigns. We target audiences using unparalleled targeting technologies. We provide insights into the data you may already collect, and help you to create actionable marketing efforts based on what that data tells you.

WE TIE EVERY MARKETING ACTION TO A MEASURABLE GOAL FOR YOUR BUSINESS, AND REPORT ON PROGRESS REGULARLY.



ADVERTISING ON ADVANCE OHIO-OWNED MEDIA AND BEYOND

The advertising world is filled with choices. We can help you determine what you really need.

YOUR BRAND STORY TOLD VISUALLY

Exceptional content, video and creative.



USING DATA TO YOUR ADVANTAGE

Make decisions based on data, not your gut.



FULL SERVICE CAPABILITIES

ADVANCE OHIO IS A FULL SERVICE AGENCY OFFERING:

MARKETING STRATEGY, RESEARCH & CAMPAIGN MANAGEMENT

- Understand the business through the consumer's eyes, their path to decision. (White-board meetings, Basecamp, Collaborative planning sessions)
- Use our extensive proprietary 1st & 3rd party data set to establish Interest & Intent
- With the understanding that the only constant is change, we utilize regular meetings, predetermined benchmarks and regular communication to anticipate and embrace change situations

DATA – CONSUMER INTEREST & INTENT

- Reach a relevant audience at the moment when they are primed to receive, remember and act on the message
- Extensive 1st party data representing approximately half of the US population through our affiliated 15 local media group properties and national affiliates
- 3rd party data available through our many technology partners

DIGITAL MEDIA

- Using insights forged from our proprietary 1st and 3rd party data, we craft campaigns that provide an effective actionable roadmap to the intended results.
- SEO, SEM & AdWords, Targeting & Retargeting (IP, Geo, Behavioral, etc.)
- Mobile Marketing & Location-based Services

BRANDING

- Stakeholder focus groups and trainings
- Brand research and strategy
- Audits to determine all impacted touch points, media, etc.
- Collaborative development
- Renaming consultation and facilitation
- Style Guides – logos, iconography, font and palette determinations
- Communication plans (internal, external)

CREATIVE DEVELOPMENT & EXECUTION

An in-house creative team of 40+ people with skills ranging from visionary/brand identity specialists to videography and photography specialists to traditional content creators to fulfillment designers.

CONTENT MARKETING

Telling relevant and engaging stories that matter to your customer and you, using any effective channel and medium (photo slideshows, video, podcasts, infographics, sponsored articles, website copy, social media posts and more).

SOCIAL MEDIA MARKETING

With paid placements we utilize only the channels that make sense for your brand + the campaign + KPIs. We take the content to where your target audience is, with the understanding that this is an amplification tool, not a standalone piece.

GOAL DEVELOPMENT, REPORTING & OPTIMIZATION

Our investment in enhanced reporting technologies enables us to better analyze performance – we monitor via custom-built operational tracking systems (Advance Analytics - Performance Reporting Dashboards). Statuses and learnings are communicated consistently in a predetermined pace and utilized to optimize individual messages, creative, media and campaigns. Many are also Google Analytics and Google Ads certified, enabling us to monitor campaign performance from the client side.

STRATEGIC SYMBIOTIC PARTNERSHIPS

Extending the services and capabilities we utilize internally and are able to offer our clients, we work with several partners:

- Developing Partner Programs between our Client and their Membership or Partner Businesses
- App development to track end-user experiences in retail inside specific geographies
- Perk/Incentive Programs for Target Audiences

TRADITIONAL MEDIA PLACEMENT, MANAGEMENT & BUYING

We execute tailored, client-specific media buys and provide strategic recommendations with complete transparency and integrity. While we primarily serve as strategic advisors for traditional and out-of-home (OOH) placements, we offer flexible engagement models. For clients who prefer consolidated management, we can serve as the primary vendor contact and facilitate pass-through billing with a management fee, streamlining your media operations and accountability.

SEARCH ENGINE OPTIMIZATION

SEO is not just about keywords or rankings. It's about Organic traffic and optimizing the varied solutions that work in congress to achieve it. SEO is about getting in front of the right people and gaining qualified leads that convert. Our SEO campaigns focus on getting more of the right people to your website and to your business.

SEARCH ENGINE MARKETING

No matter the size of business, we provide stellar paid search services. Our process is simple. We identify your objectives and outline goals, then build a campaign to achieve those goals. Campaigns are managed individually, to provide a custom solution and ensure timely optimization. Our team reports monthly on performance.

ENGAGEMENT DRIVERS

Trivia, inter-active polling, quizzes, sweepstakes and brackets all offer intensive engagements with the promise of a prize. These solutions are effective and manageable and bring a high rate of return. These solutions combine email, display, bounce-back messaging, and lead generation to activate an audience and produce immediate, qualified leads.

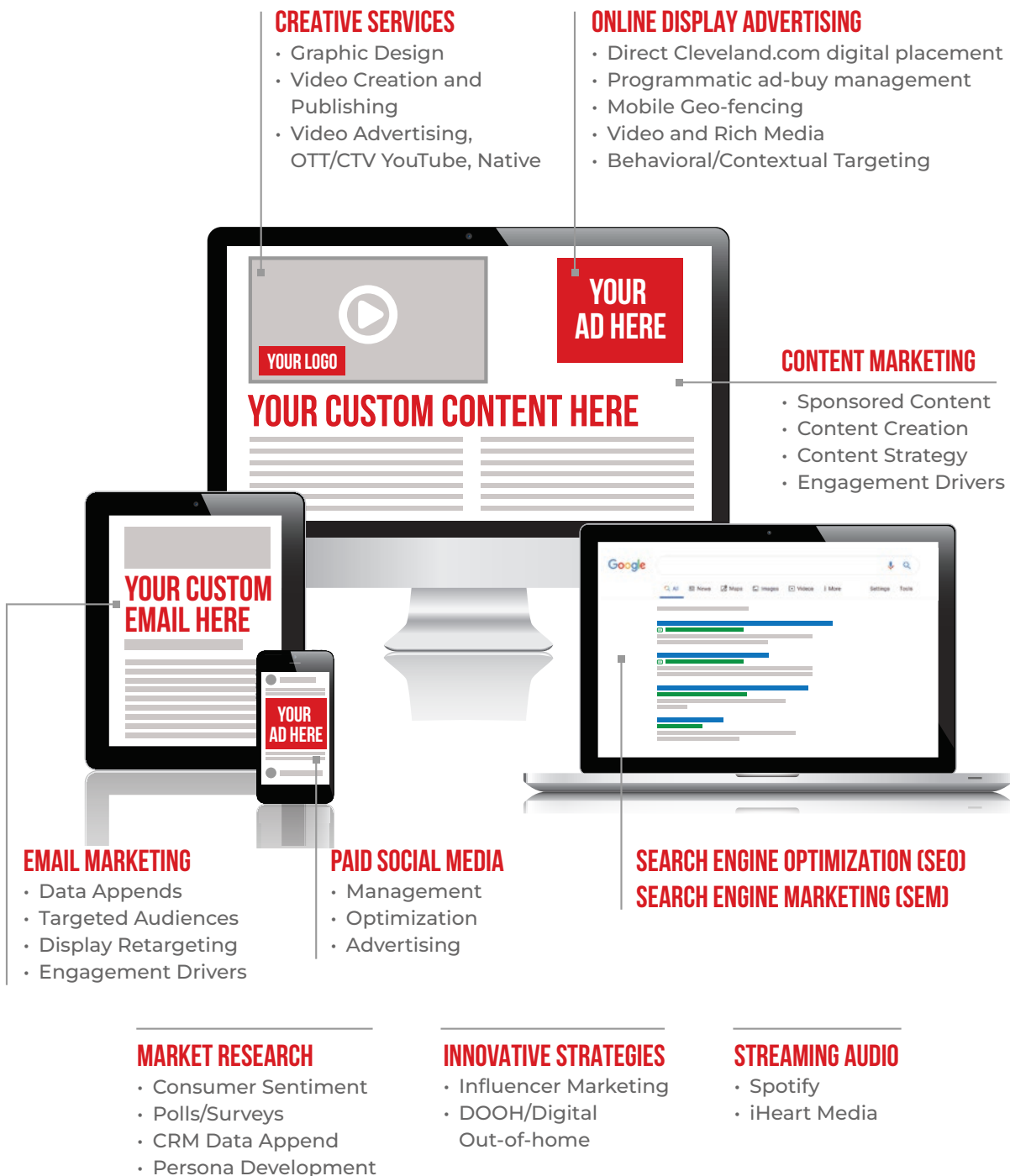
RECRUITMENT

- Find talent actively, passively and build your brand as an employer
- Move beyond the Job Boards to identify and attract the highest quality talent in your geographic area
- Reach a relevant audience now when they are primed to receive, remember and act on the message

DIGITAL SOLUTIONS

**Target exactly who you need to reach,
on the device in their hand right now.**

**We connect brands to people through world-class advertising solutions,
local expertise and premium brands.**



POWERFUL TECH STACK

A powerful and sophisticated tech stack is necessary to fuel the science behind an effective audience targeting strategy. The benefit of these relationships is not only for establishing an effective audience targeting strategy, but for providing the most detailed and advanced reporting, so that we can communicate the effectiveness of your campaign.

Advance Ohio is certified in Premier Google Ads for Search, Google Analytics Certified, Google Tag Manager Certified, Google Ads Display, Google Video Advertising, and YouTube Advertising. In addition, Advance has been awarded the Microsoft Digital Advertising Partner of the Year for three years and is a Meta Business Partner. The Advance Local family of companies is a Google Premier Partner status, and is among the top 3% of Google Partners in the country.



26

PUBLICATIONS



18

NEWS &
INFORMATION
WEBSITES



25M

SOCIAL MEDIA
FOLLOWERS



52M

PEOPLE REACHED
PER MONTH

#1

COMSCORE
RANKED
LOCAL NEWS
PUBLISHER
BRAND

PREFERRED PARTNERS



Microsoft Partner
Digital Advertising

Spotify Advertising
Certified Partner



**ADVANCE
LOCAL**
IS AMONG THE
TOP 3%
OF GOOGLE
PARTNERS IN THE
COUNTRY

TECH STACK



ADVANCE OHIO

OHIO'S #1 NEWS SOURCE

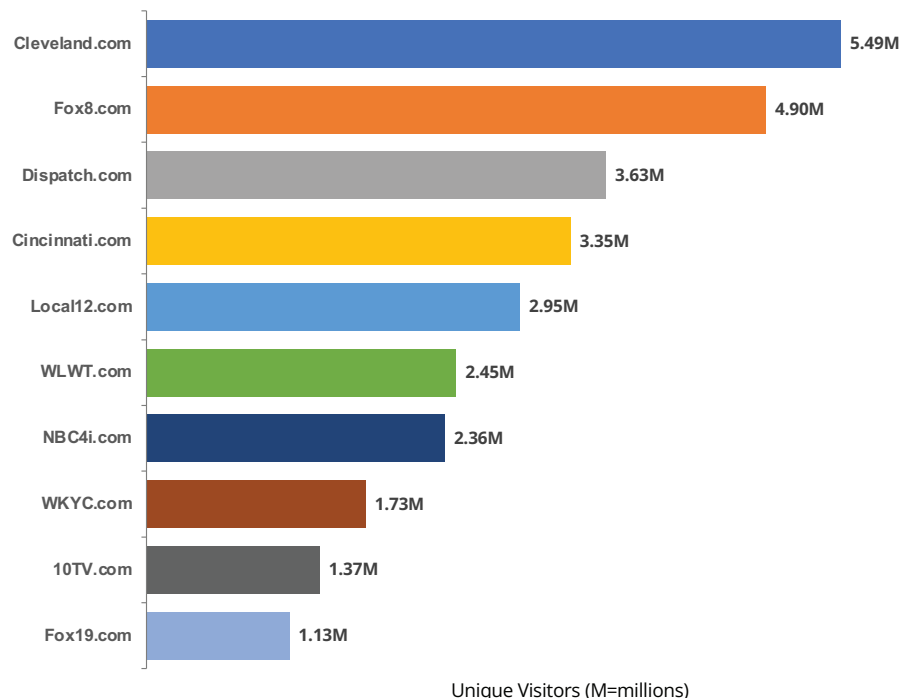
At cleveland.com, we're known for the deepest, most meaningful reporting in our market, brought to you by reputable journalists with a deep sense of responsibility to be the voice of Ohio's people. We strive to be a trusted community partner, connecting and informing our audience, and helping community businesses to grow.

5.49M

**UNIQUE
VISITORS
AVG.
NATIONALLY**

CLEVELAND.COM HAS MORE TOTAL UNIQUE VISITORS THAN ANY OTHER NOTABLE OHIO NEWS SITE

- Cleveland.com is more than 1.5M uniques higher than its closest rival, Fox8.com and nearly 2M higher than Dispatch.com.
- Nearly 31% of all active monthly computer users in the Cleveland DMA – close to 1M – visit cleveland.com. That's second-highest of any local news website.



Source: 2024 Comscore – national panel and local multi-platform

DIGITAL SOLUTIONS

- Digital Display Ads (on cleveland.com and across our Programmatic network)
- Rich Media
- Geo, Contextual, Behavior, Location-based Targeting
- Re-messaging
- Sponsored Articles
- Video Production and Promotion (YouTube, Pre-roll, OTT, In-Story)
- Social Media
- DOOH
- Influencer Marketing
- Email Marketing
- Special platforms for: job listings, auto listings, obituaries, celebrations and for sale ads.

Key cleveland.com Metrics:



RANKS #1
IN THE STATE
NATIONALLY



1.7M
SOCIAL MEDIA
FOLLOWERS



424K+
NEWSLETTER
SUBSCRIBERS



35%
ARE
BETWEEN
20-59



52%
ARE
FEMALE



48%
ARE
MALE

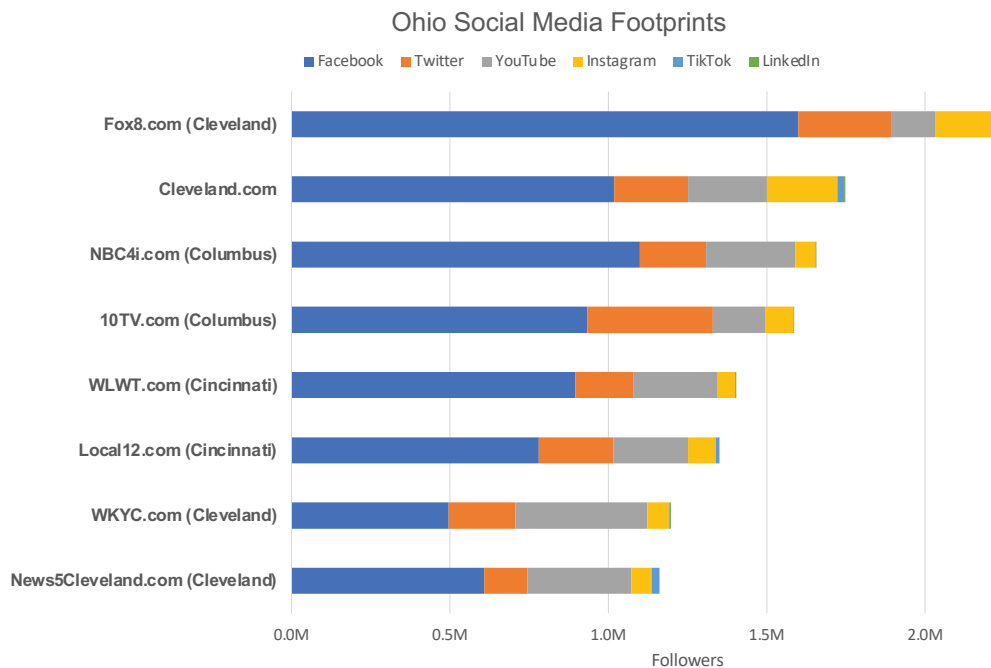
SOCIAL MEDIA REACH



Advance Ohio's Strong Social Media Ecosystem

IT'S THE AMONG THE LARGEST OF OHIO MEDIA COMPANIES

With more than 1.7M followers to key social media platforms – ranging from Facebook to TikTok – Cleveland.com features both statewide and local accounts, including more than 321K followers to sports from high school to pro and college.



Sources: 2025 Social media pages of various entities

❤️ 1.7M

TOTAL
FOLLOWERS

321K
SPORTS
FOLLOWERS
TO PAGES
FOCUSED ON
THE BROWNS,
BUCKEYES,
GUARDIANS
AND
CAVALIERS

SPEAKERS

Inspire and Empower Your Audience

Advance Ohio's marketing experts bring unparalleled insights and proven strategies to the stage. Whether it's unlocking audience engagement, navigating digital transformation, or creating measurable impact, our speakers deliver practical knowledge through engaging and dynamic presentations.

Elevate your event with thought leaders who inspire action and drive results.

FEATURED SPEAKERS



PATRICK JENKINS

Sales Director

FOCUS AREAS:

- Simplifying Complex Marketing Strategies for Maximum Impact
- The Role of Leadership in Building Successful Teams and Campaigns
- Harnessing the Power of Google Analytics to Drive Results
- Navigating the Ever-Changing Digital Marketing Landscape



BEATE BLAICH-SMITH

Sr. Marketing Manager, Midwest

FOCUS AREAS:

- Branding Strategies Building Experiential Marketing Programs That Engage and Convert
- The Art and Science of Lead Generation and Demand Generation
- Turning Vision into Action: Strategies for Impactful Campaigns
- Blending Creativity and Strategy for Measurable Marketing Success



ANNE DRUMMOND

Chief Strategist, Midwest

FOCUS AREAS:

- Better Communication, Better Results
- You Are Worthy; You Needn't Prove It
- Discipline Makes All the Difference
- Measure What Matters



ERIC HULTGREN

Director of Marketing, Midwest

FOCUS AREAS:

- Digital Marketing & Brand Strategy
- Tech & Culture Communication
- Brand Building
- Content Creation & Strategy
- Media Analysis & Programming

For more information: www.advance-ohio.com/solutions/speakers/

PRINT SOLUTIONS

Advertising in The Plain Dealer and Sun News Reaches an Engaged Audience

We offer comprehensive print advertising solutions across The Plain Dealer and Sun News publications, complemented by digital visibility through The Plain Dealer's daily digital replica edition and cleveland.com. With 180 years of delivering Ohio's trusted, award-winning news and information, our publications reach a highly engaged audience that deliberately consumes and values our content. This exceptional level of reader engagement creates an optimal environment for advertisers seeking to influence brand preference and generate direct response.



PUBLISH DAYS

The Plain Dealer is published every Wednesday and Sunday.

The Sun News is published every Thursday.

PRODUCTS

- Newspaper Ads
- Front Page Notes
- Front Page Banners, SkyBoxes, Gatefolds, Spadeas
- Preprint and Print & Deliver Inserts
- Commercial Printing
- Special Content Sections



**69% OF CONSUMERS
PAY MORE ATTENTION TO
ADS FROM SOURCES THEY
KNOW AND TRUST**



**78% RETENTION RATE
WHEN PRINT IS USED
AMONG A 3+ CHANNEL
CAMPAIGN**

OUR CLIENTS RECEIVE

Local, Personal Service

- Direct placement on Michigan's #1 news site, MLive.com
- Guaranteed Google ad network compliance
- Google Adwords certified experts
- Comprehensive digital reach capabilities
- Transparent reporting
- Ongoing optimization
- World's best data and technology partners
- Fair, custom quotes based on individual needs



Gervasi Vineyard has had a long-standing partnership with Advance Ohio and in 2022 we awarded Advance Ohio as our main digital partner. The Advance Ohio team is very hands on and extremely knowledgeable about the products and services they are offering their clients. For the five months we have had our campaign up and running, we have noticed a significant increase in website and social traffic. Advance Ohio's goal is for you to succeed. You will not just be a number in a large agency.

–Andrea Hartman, Marketing Director, Gervasi Vineyard

OUR CLIENTS

ADVANCE OHIO HAS WORKED FOR THOUSANDS OF CLIENTS IN MANY DIVERSE INDUSTRIES SUCH AS: EDUCATION, HEALTHCARE, TRAVEL & TOURISM, FINANCIAL, RECRUITMENT, B2B, REAL ESTATE, RETAIL, AND MORE.



CONNECT WITH US

WE LOOK FORWARD TO HEARING FROM YOU! CHECK OUT OUR VARIOUS WEBSITES OR FOLLOW US ON SOCIAL:

Advance Ohio

Website: www.advance-ohio.com

Contact us: www.advance-ohio.com/contact

Ad Specifications:
www.advance-ohio.com/ad-specifications

Email: marketing@advance-ohio.com

Phone: 216-999-3900

SOCIAL MEDIA:

LinkedIn: www.linkedin.com/company/advance-ohio

Facebook: www.facebook.com/advanceoh

Instagram: www.instagram.com/advanceohio

YouTube: www.youtube.com/user/neohiomedia

Affiliate Brands

Advance Local:
www.advancelocal.com

Advance Education:
www.advanceeducation.com

Advance Healthcare:
advancehealthcaremarketing.com

Advance Recruitment:
advancerecruitment.com

Advance Travel & Tourism:
www.advancetravelandtourism.com

cleveland.com

Website: www.cleveland.com

To Subscribe: www.mlive.com/subscribe

Sign-up for a Free Email Newsletter:
<https://link.cleveland.com/join/6fe/signup>

Press Release/News Tip: news@cleveland.com

Contacts, Services or Support:
www.cleveland.com/interact/2018/10/contact_us.html

SOCIAL MEDIA:

Facebook: www.facebook.com/clevelandcom/

Instagram: instagram.com/clevelanddotcom

X/Twitter: x.com/clevelanddotcom

YouTube: www.youtube.com/@Neohiomediagroup/

TikTok: www.tiktok.com/@clevelanddotcom

