

# Advertising Guide

## Let's start with your advertising goals

Before choosing an ad, think about what you are trying to accomplish. Your answers will help determine the message, display size, magazines, frequency and additional opportunities that make the most sense.

### **What are you looking to advertise?**

Are you promoting your business generally, a particular product or service, something seasonal, a special offer or an event?

**Why it matters:** A focused subject makes it easier to develop a clear message and choose the right advertising approach.

### **Are you looking for an immediate response, ongoing name recognition or some of both?**

Most advertisers want to generate business now while also becoming familiar to people who may need them later.

**Why it matters:** Advertising intended to produce an immediate response may look and read differently from advertising designed to build recognition over time. A strong campaign can often do both.

### **Where do most of your customers come from?**

Is your business focused on one community, several nearby communities or the broader ScripType publication area?

**Why it matters:** Concentrating your advertising in communities likely to produce customers can build a stronger presence. You can broaden the campaign when a wider reach makes sense.

### **How much explanation do you need?**

Will readers quickly understand what you offer, or do you need room to explain a problem, solution, process or point of difference?

**Why it matters:** A familiar, easily understood service may work well in a smaller ad. A more complex or unfamiliar service may require more space – or another way to tell the story.

### **Is this something you want to promote regularly, or is it for a particular time or event?**

Consider whether demand is steady throughout the year, seasonal or connected to an event, deadline or particular circumstance.

**Why it matters:** Some businesses benefit from a regular presence throughout the year. Others should add emphasis during important seasons or use a shorter, concentrated campaign.

### **What kind of presence can you maintain?**

Think beyond the largest ad you could run once. Consider the level of advertising you can sustain and whether certain times of year deserve additional emphasis.

**Why it matters:** Not everyone needs what you offer when they first see your ad. Repeated exposure builds familiarity and helps keep your business in mind when the need arises.

## Your answers shape the campaign

There is no single advertising plan that is right for every business. Your answers help determine the display size, magazines and frequency that make the most sense – and which additional opportunities can strengthen the campaign.

# Build the right advertising program

For many businesses, a strong advertising program starts with a **consistent presence** in the communities that matter most. Repeated exposure builds familiarity and keeps your business visible so potential customers recognize your name when they need what you offer.

From there, you can add **special advertising opportunities throughout the year** to tell your story, demonstrate your expertise, reach a broader audience or give your business additional visibility at important times.

## Foundation

### DISPLAY ADVERTISING – Establish your presence

The foundation of most advertising programs. A consistent display schedule can generate response while building familiarity and name recognition over time.

## Build on it

### PROFILES – Tell your story

Go beyond what you can communicate in a display ad with a story focused on your business, people, a project, milestone or your role as an employer. Profiles give readers another way to get to know your business and what makes it distinctive.

### Approved Plumbing celebrates 85 years of service in Northeast Ohio community

For 85 years, Approved Plumbing in Broadview Heights has offered personalized and transparent plumbing services ranging from bathroom remodels and gas line to pumps and filters, and everything in between. With a team of 12 employees, owner Jeff Schiele said the company wants to take care of the community.

Approved Plumbing started as a one-man operation in 1940 when William Schiele worked out of his home in Cleveland. His son, Dennis Schiele, worked with his father as a youth and fell in love with the trades. When William passed away suddenly in 1977, Dennis took over the business, earned his plumbing license and poured his life into ensuring the company's success. By 1983, Dennis was operating the

Approved Plumbing was one of the first plumbing companies to provide upfront pricing. "We don't charge per hour," said Jeff. "We charge per job. Every house is different and we treat every job as a unique, custom job."

Every employer participates in at least one hour of training per week to ensure they have a firm grasp on the basics and are versed in the latest plumbing techniques such as the modern tankless water heater.

"You have to know every customer and every job," said Dennis. "We don't cut corners and we treat every customer like family."

Approved Plumbing employees are dedicated to their craft and work to understand various plumbing infrastructures in residential, commercial and

the trades and offers support and professional growth for employees. Jeff served as the local PBOC chapter president in Northeast Ohio for two years, in 2023 and 2024.

Approved Plumbing also has an A-plus rating with the Better Business Bureau and is a 14-time award-winning service contractor. Jeff said the local business has thrived for 85 years because of the company's passion for caring about people. When working with gas and water lines, Approved Plumbing understands the implications of a mistake and Jeff is transparent with employees about their results and take customer reviews seriously.

"We offer personalized, customized service and our employees are honest and

### FROM THE EXPERTS

#### Stay Cool and Save: Summer A/C Tips from Your Local HVAC Expert

By Kevin Ciolek, President & Owner, Broadview Heating

Summer's here, and as temperatures rise, so do energy bills. With just a few smart strategies, you can keep your home comfortable without overworking your air conditioner – or your wallet.

Here are my top tips to beat the heat and keep your cooling system running efficiently all season long:

- 1. Replace Air Filters Frequently**  
One of the easiest ways to improve performance and cut energy use is by changing your air filter regularly. A clogged filter restricts airflow, making your system work harder. Check filters monthly and replace them every 1-3 months, especially if you have pets or allergies.
- 2. Upgrade to a Smart Thermostat**  
Smart thermostats are a game changer. They learn your schedule and adjust temperatures automatically, setting your system a few degrees higher when you're not home to cut cooling costs by 10-15% – and you'll still walk into a cool house at the end of the day.
- 3. Maintain the Outdoor Unit**  
Make sure your A/C's outdoor condenser is clear of leaves, grass, cottonwood, and other debris. Keep a two-foot clearance around the unit and give it a gentle hose with a hose to help it breathe and work more efficiently.
- 4. Seal Leaks and Add Insulation**  
Cooling a leaky house is like blowing a sock with holes. Seal gaps around windows and doors with caulk or weatherstripping and check your attic insulation. These small fixes can add up to major savings.
- 5. Schedule Annual Maintenance**  
Think of annual A/C maintenance like an oil change for your car – it keeps everything running smoothly. During a tune-up, we inspect coils, check refrigerant levels, clean the system, and make sure it's performing at its best. Scheduling maintenance often leads to bigger, more expensive problems down the line.
- 6. Use Ceiling Fans to Your Advantage**  
Running ceiling fans in occupied rooms helps circulate cool air, making it feel a few de-

grees cooler. Just remember fans cool people, not rooms, so turn them off when you leave.

**7. Time for an Upgrade?**  
If your system is 10-15+ years old, it might be time to consider a high-efficiency upgrade. Today's systems use far less energy and could save you hundreds each year. Plus, there may be rebates and incentives available to help offset the cost.

Keeping cool doesn't have to cost a fortune. If you'd like help with a maintenance check or want to explore your upgrade options, give us a call at Broadview Heating, Air Conditioning, and Electrical. We're here to "Make your home the most comfortable on the block" all summer long.

Sponsored By

BROADVIEW HEATING, AIR CONDITIONING & ELECTRICAL, INC. (PRO) 

If you have questions or need additional information, please call Kevin@broadviewheating.com or call 440-520-7310.

### EXPERT ARTICLES – Demonstrate your expertise

Share useful information on a subject you know well. Expert Articles can help readers better understand an issue while demonstrating your knowledge and reinforcing the recognition you're building through your advertising.

### SUPPLEMENTS – Expand your reach

Special sections focused on particular topics. Supplements are the most economical way to place a display ad across our entire publication area, making them especially useful when the subject fits your business and you want broader exposure.

### Revere Athletes of the Month

Will Wells – Senior  
Suburban League American Conference Male Runner of the Year, District Champion in four events, Regional Champion in 1500m, District Medalist in 800m at State Meet in 1500m (2) and 800m in two events. Broke five school records this season. Led Revere Boys Track team to team District Runner-Up first time since 2012. Will continue to compete at The Ohio State University.

Ashley Gardner – Senior  
Team MVP, Honorable Mention All District, Suburban League American Conference Player of the Year and helped the team make it to the Regional Semifinals this season. 200+ Career strikeouts. Will continue to compete at the University of Rochester.

IT'S TIME TO MOVE, LEARN, AND STRENGTHEN AT ACTIV!

 THERAPY. PERFORMANCE. RECOVERY.

©teamactivty, LLC | www.activty.com | 955-635-4000 | 10417 Broadview Rd

### SPONSORSHIPS – Show your community connection

If showing your connection to the community is important, sponsorship opportunities may be available with selected features.

### Summer Planning 2025 Special Section

Research, ask questions when choosing summer camp

by Melissa Martin

As the weather warms, parents face the task of choosing the right summer camp for their children. While cost, duration and activities play a role, the ultimate goal is to find a camp that provides a safe and enriching environment.

Dave Dreyer, director and owner of Falcon Camp, stresses the importance of asking questions.

"Before you book it, ask," Dreyer said. "There's no such thing as a stupid question. Ask away... It's part of a parent's job to do the research to make sure they are positive."

With 40 years of experience, Dreyer advises scheduling meetings with camp administrators to get answers early. He cautions against camps that are hesitant to provide prompt answers.

"And if they can't give you those answers right off the cuff or say they have to call you back once they find out the information, chances are they're not going to be the right place for you and your child."

Dreyer recommends checking for accreditation by the American Camp Association. While not all camps have it, he said ACA-accredited camps undergo "thorough inspections."

"They are making sure the camps have extensive policies in place for the safety of both campers and staff," according to Dreyer. Parents should also review the parent handbook to understand camp policies.

Dreyer emphasizes asking numerous questions, if you're not happy with the answers, you might want to look elsewhere.

Here are some of Dreyer's recommended questions:

- How much space is allocated per child in the cabins?
- What will the child's daily schedule be like?

### INSERTS – Deliver more information

Put your printed piece directly inside the magazine, where readers will encounter it as they open and read rather than receiving it as a separate piece of mail. Inserts are considerably less expensive than mailing the same piece individually.

### SERVICE DIRECTORY – Maintain an additional presence

For appropriate businesses, the Service Directory provides an inexpensive way to keep your name and contact information in front of readers. It can complement a display advertising program or provide a lower-cost advertising option.

# Consistent presence + special opportunities

# Make the key decisions

## 1 Where should you advertise?

Size, color, frequency and geography work together. Start with where your customers are most likely to come from. For some businesses, concentrating on one or two communities makes the most sense. Others draw customers from a wider area and can benefit from advertising in several magazines.

The goal is to build enough presence in the communities most likely to produce customers.

Multi-magazine advertising can also be an efficient way to expand your reach, with discounts available when the same ad runs in multiple ScripType publications.

## 2 Choose your display ad size.

There's no single "right" size. The best choice depends on your message, goals, customer value and overall advertising program. Ad size affects more than just visibility. It also determines how much room you have to explain what you offer and give readers a reason to choose you.

### STARTER 1/6 to 1/4 page

A good fit when your product or service is easy to understand, your message is simple or you want to begin with a more modest investment.

### CORE 1/3 to 1/2 page

A strong range for many businesses. These sizes provide enough room for a meaningful message, photos and contact information while creating a noticeable presence on the page.

### HIGHER IMPACT 1/2 page to full page

Consider a larger ad when you need more room to explain what you offer, each new customer has significant value or making a stronger visual impression is important to your campaign.

## 3 How often should you advertise?

For most businesses, consistent visibility is more valuable than a one-time splash.

If your budget gives you a choice between one very large ad and a strong ad that can run repeatedly, frequency is often the better option.

Not everyone needs your product or service the first time they see your ad. Repeated exposure builds familiarity and helps keep your business in mind when the need arises.

Your schedule can change with your business. Maintain a regular presence when ongoing name recognition is important, then add emphasis during important seasons, promotions or other key periods.

## 4 Should you use color?

Color can help an ad attract attention and can be especially valuable when photos, products, branding or visual impact are important to the message.

Black-and-white can still be an effective choice for a straightforward message or when keeping the advertising cost lower is a priority.

Because color is available for an additional charge, consider whether it adds meaningful value to your particular ad and campaign.

# Let's put the pieces together

We can help you choose the advertising options, size, frequency and communities that fit your business and goals.

### Need an ad? We can create it for you.

Send us your copy, photos, logos and ideas, and we'll create your ad at no additional charge and send you a proof for approval.

### Already have an ad or a design you like?

Send it to us. If it needs to be resized or rebuilt, please also send the original photos, logos and other components whenever possible.

Reach local customers.  
Build recognition.  
Grow your presence.

**48,000** HOMES & BUSINESSES.  
*EVERY MONTH.*



ScripType magazines are mailed every month to every home and business in the communities we serve, providing consistent coverage of eight Northeast Ohio communities.

## BRECKSVILLE Magazine **TRULY LOCAL – AND TREATED THAT WAY**

**BROADVIEW** JOURNAL

*INDEPENDENCE*  
Today

**SagamoreVoice**

*The*  
**RICHFIELD TIMES**

**The Hinckley Record**

**Bath Country Journal**

**Hudson Life**

Each magazine is created specifically for the community it serves, with local stories about the **people, businesses, schools, organizations and events** readers know and care about. Over the years, we've found that readers develop a real sense of ownership in their local magazine – many simply think of it as **“our magazine.”**

That connection extends to the advertising. Readers use their local magazine not only to keep up with their community, but also to learn about businesses and services available to them.

## **ADVERTISING WITH STAYING POWER**

ScripType magazines don't disappear after they're read. Many **readers save issues and refer back to them**, sometimes keeping stacks of magazines in their homes for years. **That means your ad can continue reaching readers long after the magazine arrives.**

With eight community magazines, you can concentrate your advertising in the communities most important to your business or combine publications to reach a broader area.

Let us help you build an advertising program that fits your business, customers and goals.

Ad design and typesetting are included at no additional charge.

**Ready to get started?**  
**Let's talk about your advertising plan.**

**330-659-0303    [ads@scriptype.com](mailto:ads@scriptype.com)**