



THE OHIO 100 **DIGITAL CONTENT MARKETING** **2019 MEDIA KIT**



About *The Ohio 100*

Content marketing is the latest marketing buzz—the creation and distribution of valuable, relevant information to attract your target audience and drive a profitable result. *The Ohio 100* offers a proven platform for your content marketing campaign. Stevens Strategic Communications partners with you to develop 100-word articles or 100-second videos to be distributed via the *The Ohio 100* weekly e-newsletter, website and social media platforms.

So what makes *The Ohio 100* so different? It is different from other digital publications because it was created as the result of in-depth research, focus groups and reader polling. Proven in 19 city, state and regional publications, The 100 concept positions organizations and their leadership as thought leaders and subject matter specialists.



100-word stories, 100-second videos on Ohio business and living

The Only Digital Outlet Covering Business and Life in Ohio

- *Our goal is to bring the state together and share the good news about Ohio. We want to inform, educate and entertain our subscribers with 100-words stories and 100-second videos.*
- *We want readers to desire to find out more about your company or organization.*
- We are storytellers and content creators. We want *The Ohio 100* to become the convergence of ideas and a catalyst for statewide discussions about our future.
- *The Ohio 100* allows your organization the chance to reach senior executives of other leading organizations and affluent consumers across Ohio.
- We reach decision makers and influencers in business, politics and everyday life.
- Then, we will track your results. You will know how *The Ohio 100* is performing for you!

Why are we so passionate about *The Ohio 100*?

- Our team consists of Ohioans who love Ohio, our schools, our people and our impact on our nation, the world and each other.
- We want to showcase everywhere from Hocking Hills to Findlay, from the Ohio River to the Maumee and along Lake Erie from Toledo to Ashtabula. We will not forget the great cities served by Routes 75, 71 and 77.
- We will put a spotlight on organizations and individuals who make Ohio great.
- We want to keep all of Ohio informed about critical topics molding our future and our children's future—economic development, healthcare, education, technology, workforce development, innovation and philanthropy.
- Finally, we want to share news about the food, fests, families and fashion that make Ohio the best place to live the good life.

About our President and Publisher

Ed Stevens, APR, President and Publisher

Ed Stevens, APR, has served as president of both the American Advertising Federation/Cleveland (AAF/Cleveland) and the Greater Cleveland Chapter of the Public Relations Society of America (PRSA). He is a supporter of the Buckeye Chapter for Multiple Sclerosis, Neighborhood Center Association and PRSA's Special Sections on Healthcare and Food and Beverages. Ed is the founding president of the Northern Ohio Communications Advocates (NOCA), an industry organization dedicated to retaining and attracting marketing and communications business in the Region. His involvement with non-profit organizations includes board posts with Catholic Charities, Benedictine High School and Greater Cleveland Neighborhood Centers. He has also been active with the Cuyahoga County and Lorain County Boards of Mental Retardation, St. Vincent de Paul Society, Cleveland Furniture Bank, and St. Bernadette Parish Council.



The Ohio 100—A Proven Medium

The Ohio 100 has national “100” partner markets will publish any article or video upon request, providing a combined reach of over 450,000 readers across 20 markets. *The Ohio 100* is part of a family of award-winning, integrated digital newsletters and content marketing platforms that provide a quick yet thorough view into the people, news, events and ideas that shape Ohio. *The Ohio 100* publishes weekly, reaching all of Ohio’s major markets and **producing 17% open and 4 to 30% click through rates.**

The Atlanta 100	The Oklahoma 100	The North Carolina 100
The Arkansas 100	The Tallahassee 100	The Tampa Bay 100
The Dubai 100	The Washington DC 100	The New Orleans 100
The Boston 100	The Houston 100	The Alaska 100
The Pittsburgh 100	The Wisconsin 100	The Arizona 100
The Colorado 100	The Memphis 100	The Ohio 100
The SWFL 100	The Kentucky 100	More coming...

Editorial Calendar: Weekly E-newsletter



- Weekly Geo-Editorial Focus
 - ✓ Week 1: Statewide
 - ✓ Week 2: Cleveland focus
 - ✓ Week 3: Columbus focus
 - ✓ Week 4: Cincinnati focus
 - ✓ Week 5: Statewide (if applicable)

Deadline for Sponsored Content: One week prior to publication date

- Upcoming Editorial Topics
 - ✓ Real Estate: Commercial and Residential
 - ✓ Lifestyle: Eat, Live, Play
 - ✓ Finance: Wealth Management and Retirement Planning
 - ✓ Employee Training and Development
 - ✓ Non-Profits: Fundraising and Philanthropy
 - ✓ Education
 - ✓ Talent Attraction and Retention
 - ✓ Economic Development
 - ✓ Technology
 - ✓ Healthcare
 - ✓ Tourism and Recreation

The Ohio 100 Client Benefits

- Category aligned with client messaging
- Photo and caption with client name
- Hyperlinks to client projects/media
- Byline linked to client home page
- Direct connect to social media
- Archive of previous columns
- Maintain control of reader comments

BUILDING RELATIONSHIPS
Taking Responsibility



Delta's new CEO Ed Bastian stood firm in the media glare while his team worked furiously to fix problems. (Photo courtesy of WSB-TV)

Though he'd only been Delta Air Lines' CEO for three months, Ed Bastian cemented relationships with his team of more than 80,000 worldwide employees when he took personal responsibility on [WSB-TV](#) last week for the computer outage that stranded tens of thousands of passengers.

"We own it. I own it. I'm personally responsible for this happening and I'll personally make sure this doesn't happen again," Bastian told WSB.

While some inconvenienced passengers grumbled over whether the \$200 vouchers Delta gave them was enough compensation, Delta employees discovered their new boss was ready, even if their electrical system wasn't.

— [Rob Schuiten, New South Construction](#)

Please share: [in](#) [f](#) [t](#) [v](#) [e](#)

AUGUST 17, 2016
MORE: [BUSINESS](#)
LEAVE A COMMENT

Digital Products: E-Newsletter

- *The Ohio 100* e-newsletter produces and distributes content weekly.
- Audience reach of over 49,000 businesses and influencers across the state.
- E-newsletter features stories and videos written, edited and produced by Stevens Strategic Communications and client organizations.
- Email marketing continues to be one of three most effective forms of content marketing.



WINE

What's hot? The Ice Wine Festival



Ice wine lovers are looking forward to the annual Ice Wine Festival this month. (Photo by Wine Growers of the Grand River Valley)

If you enjoy ice wine, then raise a toast to the [2019 Ice Wine Festival](#) in the Grand River Valley located east of Cleveland. The 15th edition of

SPORTS

Indians and Reds make MLB 100



Both Cleveland Indians players and Cincinnati Reds players made the MLB's top 100 players list for 2019. (Photo by Pixabay on Pexels)

The start of the Major League Baseball season feels so close now. Spring training has begun and players are taking the field. So it's only

THE ENVIRONMENT

Attend EHS best practices symposium

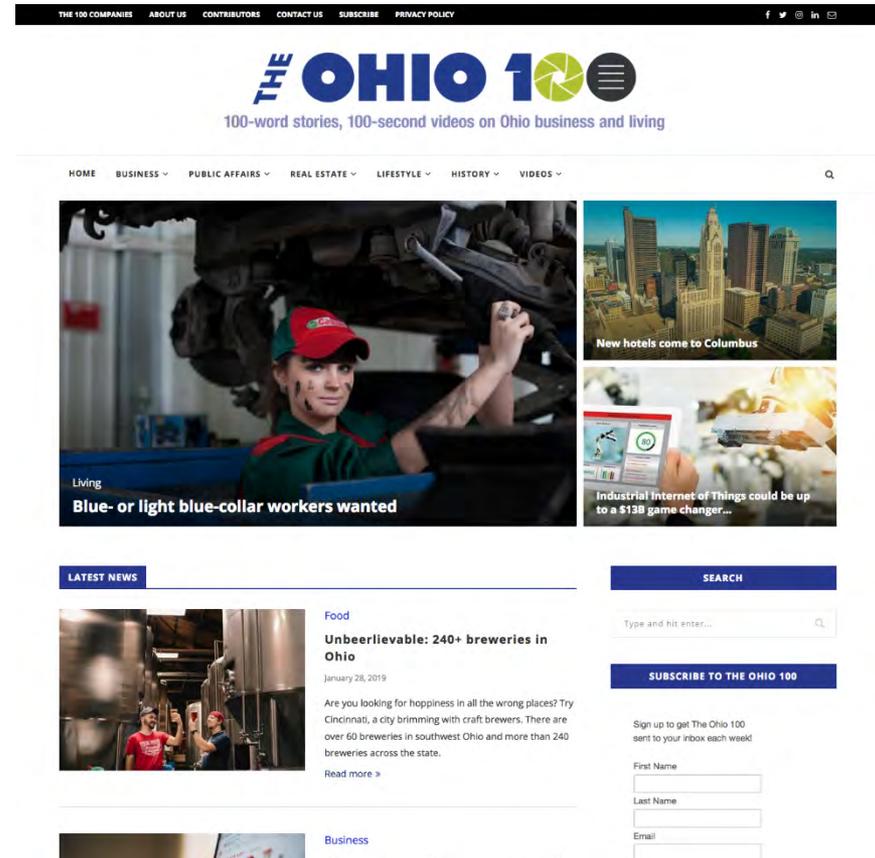


Sustainability initiatives like wind power are on the agenda at an EHS symposium in Cincinnati. (Image by Pexels on Pixabay)

If your company is facing environmental challenges, then mark your calendar for March 26 and 27. That's

Digital Products: Website

- *The Ohio 100* website provides optimal story and video integration in *The Ohio 100* website to ensure your message is heard anywhere.
- Each article has links to direct readers to your website or other areas of interest.
- 100-plus stories and videos provide you the opportunity to expand on *The Ohio 100* presence.
- *The Ohio 100* website archives your stories and supports SEO/SEM. Tracking is available to you.



Custom Social Media Engagement

The Ohio 100 editorial team works with businesses and organizations to craft **custom social posts** designed for sharing and engaging via social media. *The Ohio 100* social posts are created in an authentic voice to inspire, educate and/or entertain. They extend the reach of every *Ohio 100* article and video.



The Ohio 100 Content Marketing Packages

The Ohio 100 offers customized content marketing packages to companies and organizations that position you as a **thought leader and subject matter specialist in your industry.**

The award-winning team at Stevens Strategic Communications serves as your partner, from topic development through execution. We work with you to create thoughtful and engaging **100-word articles** or **100-second videos** specific to your needs. Your message is then distributed via *The Ohio 100* e-newsletter, website and social media platforms. Other PR services are available from SSC.



The Ohio 100 Content Marketing Packages

All *The Ohio 100* Packages Include

- 100-word articles with an image or 100-second video distributed via *The Ohio 100* e-newsletter, website and social media channels.
- Client chooses issue dates and approves all stories and videos before distribution.
- Clickable hyperlinks are embedded in all articles, directing consumers to your website or other areas of interest.
- Reach of more than 49,000 decision-makers throughout Ohio. Client can add to the distribution list from their database.
- Opportunity to publish your article/video in other *100 Company* network markets around the United States.
- Promotion via *The Ohio 100* social media channels. Additional paid boosting is available.
- *The Ohio 100* website archives all articles and videos, continuing to tell your story long after publication.
- All articles and videos produced by *The Ohio 100* can be used by your organization for marketing purposes.
- Tracking and analytics are available on a quarterly basis.
- Stories and/or videos can be written, edited and/or produced by Stevens Strategic Communications at an additional cost.



President - Ed Stevens, APR
estevens@theohio100.com
440-617-0100 ext. 201

Editorial Team
editorial@theohio100.com

www.theohio100.com

Powered by
Stevens Strategic Communications
28025 Clemens Road, Suite 4
Cleveland, OH 44145

440-617-0100 ext. 200 | www.stevensstrategic.com | editor@theohio100.com