SIGNAL

2026 Media Kit

https://signalohio.org

Get in touch:
advertise@signalohio.org

Who We Are

Signal Ohio

is the fastest-growing local media organization serving Ohioans, with over 50,000 subscribers and counting.

Signal Ohio is a network of independent, community-led, nonprofit newsroom backed by a coalition of Ohio organizations, community leaders, and the American Journalism Project. With more than $15 million raised, Signal is one of the largest local nonprofit news startups in the country.

Our Mission

Signal Ohio is a non-partisan, non-profit media organization that produces authoritative, trustworthy, daily journalism across a range of topics including government, economy, education, health, safety and resilience. We're on a mission to ensure all residents of Ohio have the local news and information they want.

We're on a mission to provide local news for Ohio that is reflective of all our local communities and anchored in their needs.

Our journalism equips residents to be more civically engaged.



Our Audience

SIGNAL STATEWIDE SIGNAL AKRON SIGNAL CLEVELAND

ENGAGED. INFORMED. INVESTED IN OHIO

Our readers are highly engaged and spend an average of 2 minutes on site, staying informed on the issues and topics that matter most.

Signal Ohio

AVERAGE TIME SPENT ON SITE
2 MINUTES
across all Signal properties

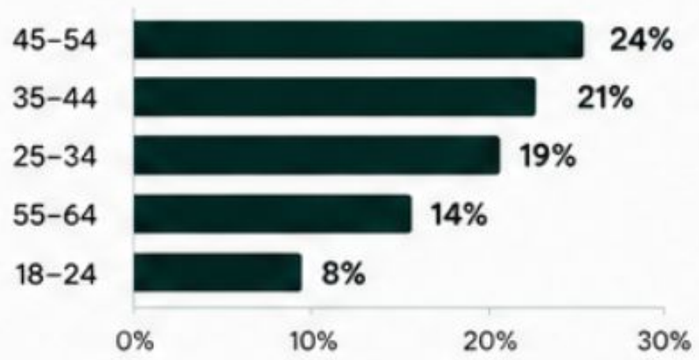
MOBILE-FIRST AUDIENCE
73%
of our readers access Signal on mobile devices

Signal Ohio

GENDER



AGE



TOP INTEREST CATEGORIES

- News & Politics/Avid News Readers
- News & Politics/Mild News Readers
- Sports & Fitness/health & Fitness Buffs
- Travel/Travel Buffs
- Banking & Finance/Avid Investors
- Shopping/Shopping Enthusiasts

KEY TAKEAWAYS

- Our audience is mobile-first
- We reach a balanced audience of men and women
- Our readers are primarily adults 25-64
- Our community is passionate about news, politics, sports, travel, finance, and more

Our Reach

By The Numbers

	Avg. Unique Monthly Visitors	Newsletter Subscribers	Social Media Followers
SIGNAL STATEWIDE	90,000	46,435	1,000
SIGNAL AKRON	77,000	35,059	17,000
SIGNAL CLEVELAND	91,000	45,235	28,294

SIGNAL

Media Solutions

Display Ads



Mock-up creative shown for illustrative purposes only.

Run across Signal Ohio local readership with any size banner and reach the community with consistent presence for the length of your campaign. Drive local awareness and engagement for your business!

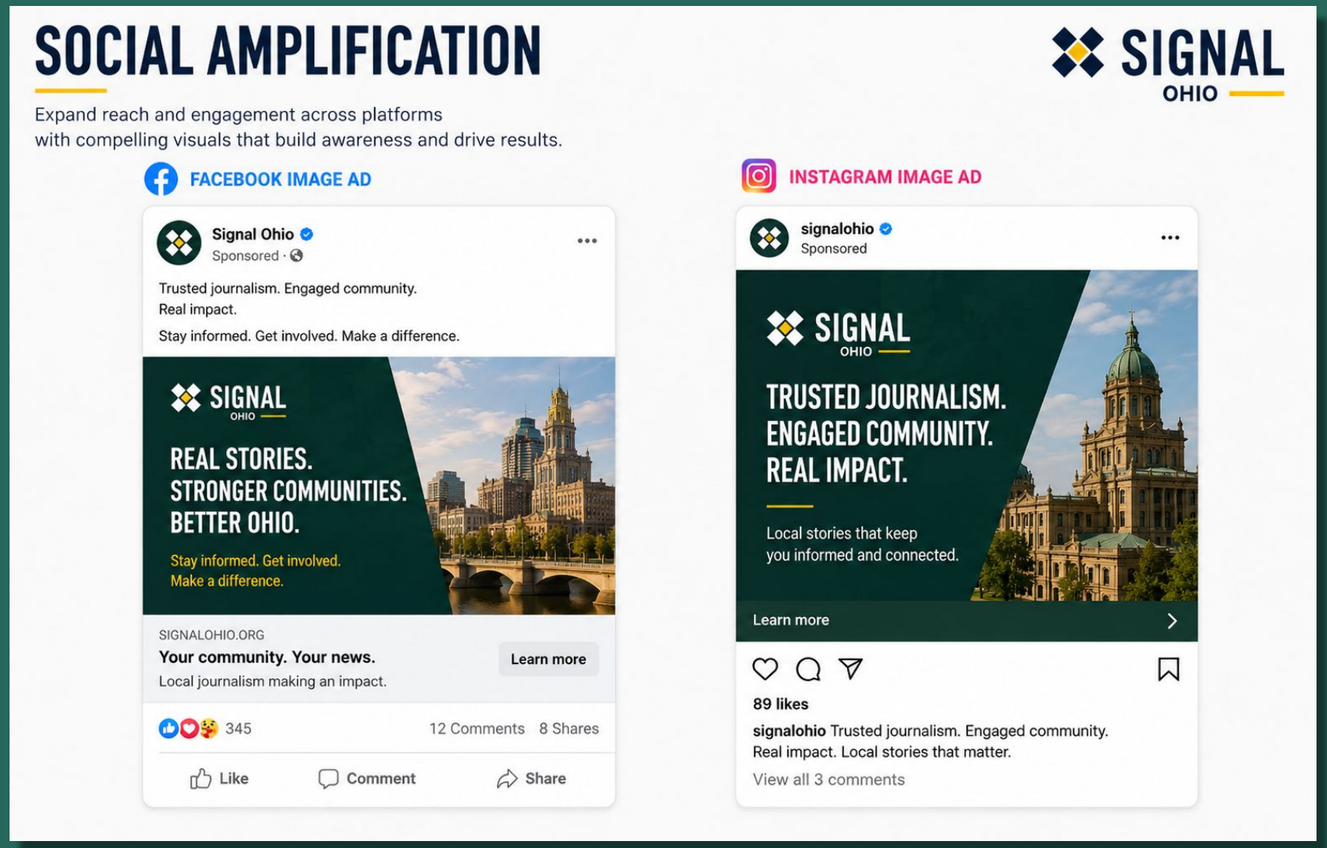
Display Ad Sizes include:

- 300 x 250 - desktop, tablet, mobile
- 728x90 - desktop & tablet
- 300 x 600 - desktop, tablet, mobile
- 320 x 100 - mobile only

Design Specs

Static	• File format: JPEG, PNG, GIF
Animated	• File format: animated GIF • URLs: No hard-coded URLs are accepted • Frames: Maximum three frames • File size: Maximum 200K
Color Space and Dimensions	• Color space: RGB preferred • Resolution: 72 ppi, at final size • Dimensions: W x H in pixels • Mobile: minimum size 14 serif / legible font, max three lines of text
Logistical Details	• Creative is due three days prior to launch, built to spec • One click-through URL allowed per unit • Signal reserves the right to refuse any creative
Turnaround	• 3 Business Days

Social Amplification



Mock-up creative shown for illustrative purposes only..

Let Signal Ohio amplify your brand messaging across our Facebook and Instagram community and take advantage of highly engaged, local consumers looking to engage with your local business!

Design Specs

Static	• File format: JPEG, PNG, GIF
Animated	• File format: animated GIF • URLs: No hard-coded URLs are accepted • File size: Maximum 200K
Material Requirements:	• Size: 1080x1080 or 1080x1920
Logistical Details	• Creative is due three days prior to launch, built to spec • One click-through URL allowed per unit • Signal reserves the right to refuse any creative • One Tag, 1 Hashtag
Turnaround	• 3 Business Days

Newsletter Ads



Place your brand's message within our local Signal daily weekly newsletters reaching **120,000** local readers across the state of Ohio!

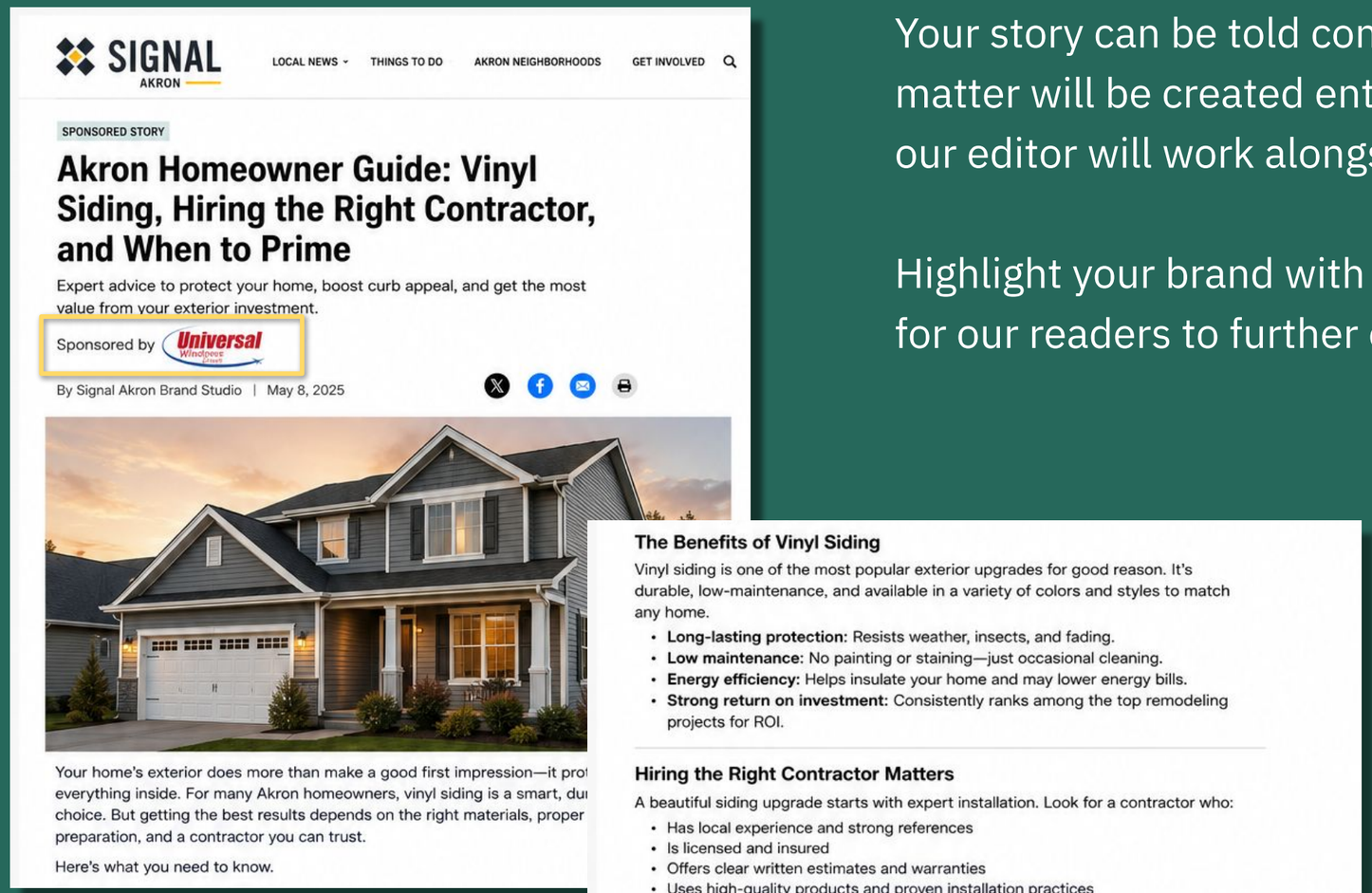
We roundup our daily news and send it directly to our highly engaged readers with several different opt-in newsletters.

Design Specs

Static	• File format: JPEG, PNG, GIF preferred
Color Space and Dimensions	• Color space: RGB preferred • Resolution: 72 ppi, at final size • Dimensions: 600x500 in pixels below the masthead
Logistical Details	• Creative is due three days prior to launch, built to spec One click-through URL allowed per unit • Signal reserves the right to refuse any creative
Turnaround	• 3 Business Days

Mock-up creative shown for illustrative purposes only.

Sponsored Stories



SIGNAL AKRON

LOCAL NEWS · THINGS TO DO · AKRON NEIGHBORHOODS · GET INVOLVED

SPONSORED STORY

Akron Homeowner Guide: Vinyl Siding, Hiring the Right Contractor, and When to Prime

Expert advice to protect your home, boost curb appeal, and get the most value from your exterior investment.

Sponsored by Universal Windows Direct

By Signal Akron Brand Studio | May 8, 2025

Your home's exterior does more than make a good first impression—it pro everything inside. For many Akron homeowners, vinyl siding is a smart, du choice. But getting the best results depends on the right materials, proper preparation, and a contractor you can trust.

Here's what you need to know.

The Benefits of Vinyl Siding

Vinyl siding is one of the most popular exterior upgrades for good reason. It's durable, low-maintenance, and available in a variety of colors and styles to match any home.

- **Long-lasting protection:** Resists weather, insects, and fading.
- **Low maintenance:** No painting or staining—just occasional cleaning.
- **Energy efficiency:** Helps insulate your home and may lower energy bills.
- **Strong return on investment:** Consistently ranks among the top remodeling projects for ROI.

Hiring the Right Contractor Matters

A beautiful siding upgrade starts with expert installation. Look for a contractor who:

- Has local experience and strong references
- Is licensed and insured
- Offers clear written estimates and warranties
- Uses high-quality products and proven installation practices

Taking time to choose the right partner can save you money and stress down the road.

When to Prime (and When You Don't Need To)

Unlike wood, vinyl doesn't require priming. It's designed to go from the box to the wall. However, if you're painting other exterior surfaces—like trim, doors, or wood accents—proper priming is essential for adhesion and durability. Your contractor can help you determine what needs priming and what's ready to install.

Ready to Upgrade Your Home's Exterior?

At Universal Windows Direct, we've helped homeowners across Northeast Ohio improve, protect, and love their homes for more than 20 years. From premium vinyl siding to expert installation, we make the process simple from start to finish.

Request your free estimate today and see the Universal difference.

Your story can be told consistently throughout the year. The subject matter will be created entirely by our team(or yours!), in your voice, and our editor will work alongside you to meet the proper standards.

Highlight your brand with prominent logo placement and call to action for our readers to further engage on your own & operated site

Logistical Details

- 600-1000 words
- Max two revisions
- 3 Pictures Max Per Story (1200 Pixel Width)
- One video - YouTube URL preferred
- One-two sentences about your company
- Company logo
- Signal reserves the right to refuse any creative

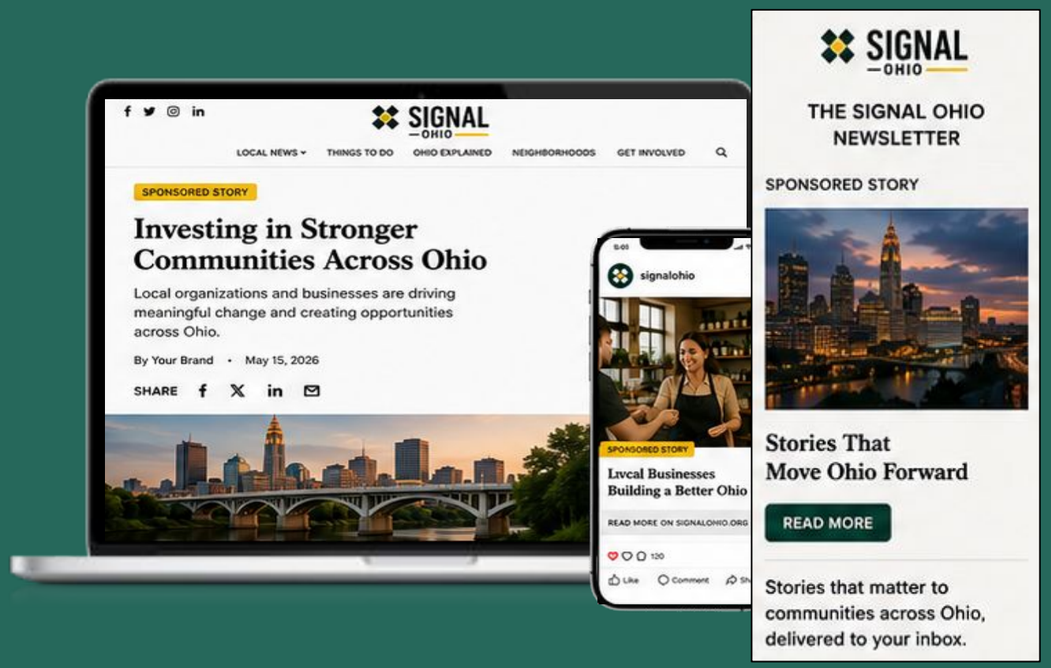
Turn-Around Time

- 10 Business Days once shared with editor

Building Your Brand Through Storytelling

SPONSORED STORY SERIES + MULTI-CHANNEL AMPLIFICATION

Tell a series of powerful stories that educate, inspire and build lasting awareness with Signal Ohio's engaged, community-focused audience



THE POWER OF A STORY SERIES

BUILD YOUR NARRATIVE

Develop a series of stories that educate readers about your mission, impact, product, and the people behind your organization

EARN TRUST

Published within Signal's trusted editorial environment, Sponsored Stories provide a credible way to connect with community-minded readers.

AMPLIFY EVERY STORY

Each story is promoted beyond the website through Signal Ohio's newsletters and social channels, driving additional readership

CREATING MULTIPLE TOUCHPOINTS

Rather than relying on a single message, readers encounter your brand across multiple stories and channels, improving recall and long-term awareness.

PACKAGE INCLUDES

SPONSORED STORY SERIES
Editorial collaboration with Signal Ohio.

Evergreen content that continues to drive value

NEWSLETTER PROMOTION
Sponsored Story amplification in Signal Ohio Newsletters

SOCIAL AMPLIFICATION
Facebook & Instagram amplification for each story

AMPLIFICATION INCLUDED WITH EVERY STORY

SPONSORED STORY
Your story published across Signal properties

+

NEWSLETTER PROMOTION
Featured in Signal Ohio's newsletters to thousands of engaged subscribers

+

SOCIAL AMPLIFICATION
Shared across Signal Ohio social channels

=

INCREASED AWARENESS & ENGAGEMENT
More readers. More impact. Stronger community engagement

SIGNAL

Contact Us

Our goal is simple: placing local businesses at the forefront within their own community and helping them achieve their goals whether it’s getting people through their doors, using their service, or simply increasing brand awareness.

Emma Vallery

Advertising Team, Signal Ohio

advertise@signalohio.org

Thank you for considering Signal Ohio









