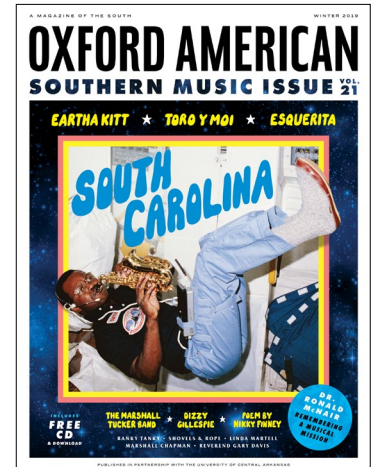


2020-2021 EDITORIAL CALENDAR & PRINT SPECS

2020-2021 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#109/#110 Summer/Fall Issue	19 June '20	26 June '20	Aug '20
#111 22 ND Annual Southern Music Issue	18 Sept '20	25 Sept '20	Dec '20
#112 Spring Issue	15 Jan '21	22 Jan '21	Mar '21
#113 Summer Issue	16 Apr '21	23 Apr '22	Jun '21



PRINT AD SPECIFICATIONS

ADVERTISING RATES

FREQUENCY/DISCOUNT	1X	2X/20%	4X/30%
COLOR			
Spread	\$3,750	\$3,400	\$3,000
Full page	\$1,950	\$1,750	\$1,550
PREMIUM PAGE			
Inside front cover			\$2,600
Inside back cover			\$2,400
Back cover			\$2,800
SPECIAL SECTIONS			
Full page			\$1,500
1/2 page horizontal			\$1,050
1/3 page guide			\$750
1/4 page guide			\$450

PREFERRED PLACEMENT: Add 15%. Contact your account executive for availability.

INSERTS: Special rates apply for supplied inserts, gatefolds, and any pre-printed materials from advertisers. For quotes and availability, contact your account executive.

PRINTING & FILE SPECIFICATIONS

PRINTING PROCESS: Web offset

BINDING: Perfect bound

LINE SCREEN: 175

PAGE TRIM SIZE: 8.375" x 10.75"

BLEED: 1/8"

LIVE MATTER: 1/2" from trim on all sides (5/8" from bleed on all sides). 1/2" from gutter on spreads.

AD DIMENSIONS: **WIDTH X HEIGHT**

Spread (*w/ bleed*) 16.75" x 10.75" ad plus bleed = 17" x 11"

Full page (*w/ bleed*) 8.375" x 10.75" ad plus bleed = 8.625" x 11"

1/2 page horizontal 7.375" x 4.833"

1/3 page guide Text, image, logo—ask rep for an example

1/4 page guide Text, image, logo—ask rep for an example

FILES: Digital files are required. **PDF/X-1a** preferred (all images **300dpi**, all **fonts embedded**, all colors **CMYK process** or **grayscale—no spot colors**).

Delivery by **e-mail** preferred. (Mac-formatted CD-R accepted.)

Only one ad per file. Native application files not accepted.



Spread (bleed)
16.75 x 10.75
(plus bleed 17 x 11)



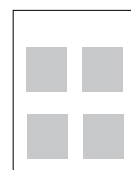
Full page (bleed)
8.375 x 10.75
(plus bleed 8.625 x 11)



1/2 horizontal
7.375 x 4.833



1/3 page guide



1/4 page guide

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org