

2019 EDITORIAL CALENDAR AND PRINT SPECS

2019 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#104 Spring Issue	3 Jan '19	10 Jan '19	Mar '19
#105 Summer Issue: Southern Journeys	17 Apr '19	27 Apr '19	Jun '19
#106 Fall Issue	9 Jul '19	19 Jul '19	Sep '19
#107 21 st Annual Southern Music Issue	20 Sep '18	4 Oct '18	Nov '18



PRINT AD SPECIFICATIONS

2019 ADVERTISING RATES

FREQUENCY/DISCOUNT	1X	2X/20%	4X/30%
COLOR			
Spread	\$7,975	\$6,380	\$5,583
Full page	\$3,650	\$2,920	\$2,555
2/3 page	\$2,315	\$1,852	\$1,621
1/2 page vertical	\$2,265	\$1,812	\$1,586
1/2 page horizontal	\$2,155	\$1,724	\$1,509
1/3 page	\$1,755	\$1,404	\$1,229
1/6 page	\$1,190	\$952	\$833

PREMIUM PAGE

Inside front cover	\$4,630
Inside back cover	\$4,380
Back cover	\$4,870

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"

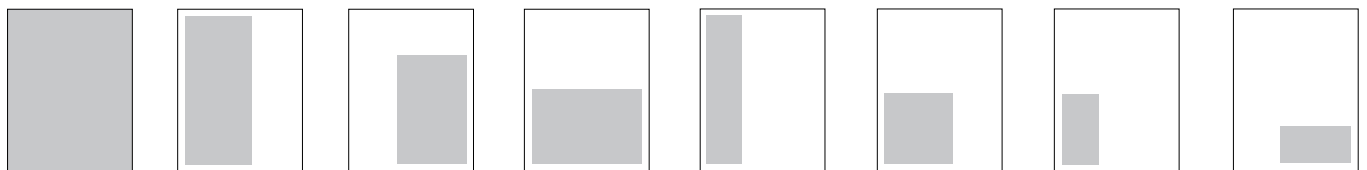
LIVE MATTER: 1/2" from trim on all sides (5/8" from bleed on all sides). 1/2" from gutter on spreads.

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"
2/3 page	4.769" x 9.75"	
1/2 page vertical	4.769" x 7.259"	
1/2 page horizontal	7.375" x 4.769"	
1/3 page vertical	2.292" x 9.75"	
1/3 page square	4.769" x 4.769"	
1/6 page vertical	2.292" x 4.769"	
1/6 page horizontal	4.769" x 2.275"	

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.



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

2/3 page
4.769 x 9.75

1/2 vertical
4.769 x 7.259

1/2 horizontal
7.375 x 4.769

1/3 vertical
2.292 x 9.75

1/3 square
4.769 x 4.769

1/6 vertical
2.292 x 4.769

1/6 horizontal
4.769 x 2.275

CONTACT AN OA SALES REP TODAY! 501-374-0000 | advertising@oxfordamerican.org