

# 2024 EDITORIAL CALENDAR & PRINT SPECS

## 2024 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#124 Spring	19 Jan. '24	26 Jan. '24	March '24
#125 Summer	12 April '24	19 April '24	June '24
#126 Fall	08 July '24	15 July '24	Sept. '24
#127 26th Annual Southern Music	27 Sept. '24	04 Oct. '24	Dec. '24



Timing of ad close and materials deadlines are subject to change.

## PRINT AD SPECIFICATIONS

### ADVERTISING RATES

FREQUENCY/DISCOUNT	1X	2X/15%	4X/20%
FULL PAGE	\$3,000	\$2,550	\$2,400
SPREAD	\$6,000	\$5,100	\$4,800

### COVERS

NOTE: All guaranteed Cover positions must be part of an integrated buy (Print/Digital). Total Minimum Investment: \$7,200

Inside Front Cover + Page 1 Spread Unit: \$7,000

Inside Back Cover: \$3,850

Back Cover: \$4,500

### SPECIAL SECTIONS

Full Page:	\$2,350
1/2 Page Horizontal:	\$1,700
1/4 Page Guide:	\$725

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

The OA can produce custom print executions as well as videos.

### PRINTING & FILE SPECIFICATIONS

**PRINTING PROCESS:** Web offset

**BINDING:** Perfect bound

**LINE SCREEN:** 175

**PAGE TRIM SIZE:** 8.375" x 10.75"

**BLEED:** 1/4"

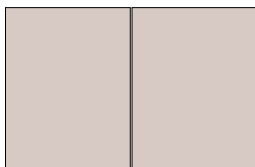
**LIVE MATTER:** 1/2" from trim on all sides (3/4" from bleed on all sides). 1/2" from the gutter on spreads.

#### AD DIMENSIONS: WIDTH X HEIGHT

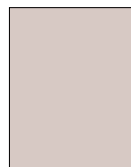
Spread ( <i>w/ bleed</i> )	16.75" x 10.75" ad <b>plus bleed = 17.25" x 11.25"</b>
Full-Page ( <i>w/ bleed</i> )	8.375" x 10.75" ad <b>plus bleed = 8.875" x 11.25"</b>
1/2 Page Horizontal	7.375" x 4.833"
1/3 Page Guide	Text, image, logo— Ask your Account Executive for an example
1/4 Page Guide	Text, image, logo— Ask your Account Executive 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**).

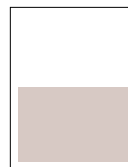
Delivery by **email** preferred. (Mac-formatted CD-R accepted.) Only one ad per file. Native application files not accepted.



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



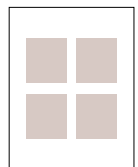
**Full-Page (bleed)**  
8.375 x 10.75  
(plus bleed 8.625 x 11)



**1/2 Page Horizontal**  
7.375 x 4.833



**1/3 Page Guide**



**1/4 Page Guide**

**CONTACT THE OA TODAY!** 501-374-0000 | [advertising@oxfordamerican.org](mailto:advertising@oxfordamerican.org)