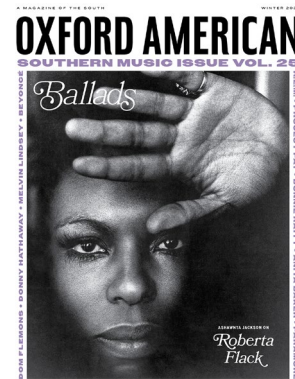


2025 EDITORIAL CALENDAR & PRINT SPECS

2025 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#128 Spring - Food	10 Jan. '25	17 Jan. '25	March '25
#129 Summer - Y'all Street*	04 April '25	11 April '25	June '25
#130 Fall	01 July '25	08 July '25	Sept. '25
#131 27th Annual Southern Music	19 Sept. '25	26 Oct. '25	Dec. '25



*A unique perspective of business in the South

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	\$3,300	\$2,800	\$2,640
SPREAD	\$6,600	\$5,600	\$5,280

COVERS

NOTE: All guaranteed Cover positions must be part of an integrated buy (Print/Digital). Total Minimum Investment: \$7,500

Inside Front Cover + Page 1 Spread Unit: \$7,700

Inside Back Cover: \$4,235

Back Cover: \$4,950

SPECIAL SECTIONS

Full-Page: \$2,585

1/2 Page Horizontal: \$1,870

1/4 Page Guide: \$800

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 content print executions

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 the gutter on spreads.

AD DIMENSIONS: WIDTH X HEIGHT

Spread 16.75" x 10.75" ad **plus bleed = 17.25" x 11.25"**

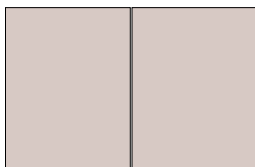
Full-Page 8.375" x 10.75" ad **plus bleed = 8.875" x 11.25"**

1/2 Page Horizontal 7.375" x 4.833"

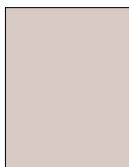
1/4 Page Guide Text, image, logo—
Ask your Account Executive for an example

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

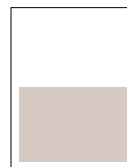
Delivery by **email** preferred. (Mac-formatted CD-R accepted.) Only one ad per file. Native application files not accepted.



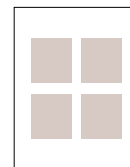
Spread (bleed)
16.75 x 10.75
(plus bleed 17 x 11)



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



1/2 Page Horizontal
7.375 x 4.833



1/4 Page Guide

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