

2023 EDITORIAL CALENDAR & PRINT SPECS

2023 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#120 Spring	20 Jan. '23	27 Jan. '23	March '23
#121 Summer	04 April '23	11 April '23	June '23
#122 Fall	05 July '23	11 July '23	Sept. '23
#123 25th Annual Southern Music	22 Sept. '23	29 Sept. '23	Dec. '23

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	\$2,750	\$2,350	\$2,200
SPREAD	\$5,500	\$4,700	\$4,400

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: \$6,400

Inside Back Cover: \$3,500

Back Cover: \$4,100

SPECIAL SECTIONS

Full Page:	\$2,150
1/2 Page Horizontal:	\$1,500
1/3 Page Guide:	\$1,100
1/4 Page Guide:	\$660

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: 1/8"

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 (*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"**

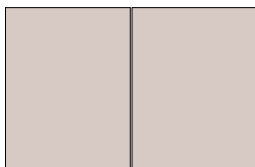
1/2 Page Horizontal 7.375" x 4.833"

1/3 Page Guide Text, image, logo—
Ask your Account Executive for an example

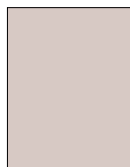
1/4 Page Guide Text, image, logo—
Ask your Account Executive for an example

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

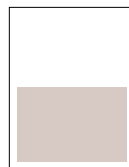
Delivery by **email** preferred. (Mac-formatted CD-R accepted.) Only one ad per file. Native application files not accepted.



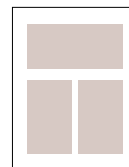
Spread (bleed)
16.75 x 10.75
(plus bleed 17 x 11)



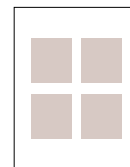
Full-Page (bleed)
8.375 x 10.75
(plus bleed 8.625 x 11)



1/2 Page Horizontal
7.375 x 4.833



1/3 Page Guide



1/4 Page Guide