MISSION STATEMENT

The Oxford American (OA) is a nonprofit organization whose mission is to explore the complexity and vitality of the American South through exceptional writing, music, and visual art. While the primary medium through which the OA accomplishes this mission remains our quarterly publication, our website (OxfordAmerican.org), as well as our various social platforms, will work together to cultivate a forum in which artists across disciplines bring the South to life from an unexpected perspective creating a deeper understanding of the region. Today, the Oxford American remains one of the South’s most iconic and acclaimed media brands dedicated to exploring Southern culture.

The Oxford American was named as a Whiting Foundation 2023 Literary Prize Winner, with the Foundation stating, “Oxford American is our most adventurous and authoritative window on the South, an ever-evolving portrait of the region’s cultural wealth. It is a spring of innovation honoring tradition while forging something new.”

“It’s worth pausing to revisit why this quarterly matters, and why so many people, not just in the South, will be paying attention.”
—The New York Times

“The Oxford American is a thriving example of a modern literary magazine—eager to experiment, yet firmly in control of its editorial voice; alive to history but bracingly contemporary.”
—National Magazine Award Citation

PELLIES
Oxford American is a consistent finalist for the ASME Award (American Society of Magazine Editors)
ADVERTISING PLATFORMS

PRINT

QUARTERLY MAGAZINE

Oxford American is a must-read for anyone interested in the South. Published quarterly, with an average audience of 50K, this award-winning magazine features the best writing, music and visual art from our region. Each issue is a collector’s item that keeps our readers connected to the South.

DIGITAL

WEBSITE

OxfordAmerican.org, keeps us engaged with our audience between quarterly print issues. The content is updated regularly, allowing us to keep our consumers in the loop concerning all things Southern, including the latest developments in music, literature, art, photography, and food.

> Visit OxfordAmerican.org

WEEKLY E-NEWSLETTER

Each week, the OA sends an editorial e-newsletter featuring online content, previews of upcoming issues, magazine news, and exclusive offers to our loyal fan base of approximately 30K opt-in subscribers.

> Sign up for the OA newsletter here

SPONSORED CONTENT E-NEWSLETTERS

The OA’s “Somewhere in the South,” “The Sound & The Story,” and “The Visual South” Sponsored Content e-newsletters are shared with approximately 30K opt-in subscribers.

SOCIAL

The Oxford American has developed a highly passionate audience that engages with the brand via our primary Social Media channels, including Facebook, X (Twitter), and Instagram. Advertising partners have the opportunity to connect with consumers via custom Social Posts.

OA MEDIA

OA Media brings to life rich, original sponsored content that aligns with the missions of our advertising partners. The Oxford American delivers custom film projects that leverage our award-winning editorial talents to tell a powerful story.

> No Man’s Land (Sponsored Content) video
> Julia Child Foundation (Editorial Content) video

POINTS SOUTH PODCAST

Our Points South podcast reflects the many elements of the OA: interviews with prominent Southern artists, musicians, and influencers, scored adaptations of magazine stories, and original reported segments from across the South. This is an effective way to extend your reach against the OA's passionate consumers.

> Visit OxfordAmerican.org/PointsSouth

CONTACT THE OA TODAY!  501-374-0000 | advertising@oxfordamerican.org
## 2024 CLOSING DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>#124 Spring</td>
<td>19 Jan. '24</td>
<td>26 Jan. '24</td>
<td>March '24</td>
</tr>
<tr>
<td>#125 Summer</td>
<td>12 April '24</td>
<td>19 April '24</td>
<td>June '24</td>
</tr>
<tr>
<td>#126 Fall</td>
<td>08 July '24</td>
<td>15 July '24</td>
<td>Sept. '24</td>
</tr>
</tbody>
</table>

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

## 2024 ADVERTISING RATES

<table>
<thead>
<tr>
<th>FREQUENCY/DISCOUNT</th>
<th>1X</th>
<th>2X/15%</th>
<th>4X/20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$3,000</td>
<td>$2,550</td>
<td>$2,400</td>
</tr>
<tr>
<td>SPREAD</td>
<td>$6,000</td>
<td>$5,100</td>
<td>$4,800</td>
</tr>
</tbody>
</table>

## 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

## PRINT AD SPECIFICATIONS

- Spread (w/ bleed): 16.75" x 10.75" ad plus bleed = 17.25" x 11.25"
- Full-Page (w/ bleed): 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
- 1/3 Page Guide: Text, image, logo—Ask your Account Executive for an example

## 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.

## PRINTING & FILE SPECIFICATIONS

- 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.

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

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

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CONTACT THE OA TODAY!  501-374-0000 | advertising@oxfordamerican.org
Oxford American magazine delivers **national exposure with a focus on the South.**

The **Oxford American** magazine has been distributed at events such as Mississippi Book Festival, Americana Music Festival, Folk Alliance International, Hot Springs Documentary Film Festival, Oxford Film Festival, Louisiana Book Festival, Savannah Film Festival & more.

**CONTACT THE OA TODAY!** 501-374-0000 | advertising@oxfordamerican.org
Total National Audience: (Print/Digital/Social):

200K+

60% are 25-64

60% have a HHI of $75K+

60% have professional degrees

82% describe the Oxford American as their favorite publication

87% spend at least one hour reading each issue

50% save every issue

88% visit OxfordAmerican.org

98% purchase books & music regularly

73% vacation 2+ times per year

80% live in the moment by focusing on what makes them happy

SOURCE: 2021 OA READER SURVEY
OxfordAmerican.org expands our mission to explore Southern culture (music, literature, art, food, and engaging topics) through exceptional writing. OxfordAmerican.org allows advertisers to deliver the message to an audience that prefers to constantly engage with our content in a Digital format.

Advertising partners also have the opportunity to run Sponsored Articles on OxfordAmerican.org.

**71k**

**AVERAGE PAGE VIEWS PER MONTH**

**41k**

**AVERAGE MONTHLY UNIQUE VISITORS**

**BANNER OPTIONS:**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>W x H</th>
<th>Cost Per Week</th>
<th>Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper:</td>
<td>300x600</td>
<td>$275</td>
<td>$900</td>
</tr>
<tr>
<td>Leaderboard:</td>
<td>728x90</td>
<td>N/A</td>
<td>$1,450</td>
</tr>
<tr>
<td>Run of Site Bundle:</td>
<td>728x90 +300x600</td>
<td>N/A</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

Run of Site Bundle includes both a 728x90 Leaderboard banner and a 300x600 Skyscraper banner to appear simultaneously on the OA site. Banners will appear on all pages that support advertising (including the homepage and article pages).

**OXFORDAMERICAN.ORG ADVERTISING SPECIFICATIONS:**

- **Home Page**
  - Accepted File Formats: PNG/JPEG/GIF
  - Provide URL or UTM
  - Flash: No Flash files
  - HTML: No HTML banners
  - Third Party Ad Server: No
  - Third Party Tags Accepted: No
  - Sound Allowed: Opt in

- **Podcast**

- **Eyes on the South**

- **Web banners** are featured on the Homepage of OxfordAmerican.org, as well as on select interior pages.

- **Click-through and impression metrics** are available to web advertisers upon request

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org
An effective and efficient way to quickly deliver your advertising message to the OA’s most loyal consumers. Every Friday, the OA e-newsletter is sent to 30K opt-in subscribers, providing another opportunity to engage with their passionate audience.

The OA e-newsletter includes weekly updates on new web-only content on OxfordAmerican.org; previews of upcoming editions of the *Oxford American*; news about special events and concerts (live and virtual); exclusive subscription offers and giveaways; and more.

Metrics are available to e-newsletter advertisers upon request.

**BANNER SIZE:**
585 x 120 (width x height)

**BANNER RATES:**
1x: $1,200
2x: $960

**BANNER SPECS:**
- .GIF or .JPEG file
- RGB color profile
- Provide URL or UTM

**MATERIALS DEADLINE:**
At least two [2] weeks before the scheduled run date

> Sign Up For the *Oxford American* e-Newsletter!
As a way to further extend opportunities for engagement with the Oxford American audience, special dedicated-sponsored editions are available to our advertising partners on a weekly basis. Three different themed Sponsored e-newsletters are shared on select Thursdays to approximately 30K opt-in subscribers. Advertisers can choose the theme most closely aligned with their message. Your Account Executive can confirm available dates and provide examples.

**SPONSORED CONTENT E-NEWSLETTERS**

**SOMETHING IN THE SOUTH**  
Destinations and cultural / educational experiences

**THE SOUND AND THE STORY**  
Music and literature experiences

**THE VISUAL SOUTH**  
Museums / art and scenic experiences

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**E-NEWSLETTER RATES:**

1x Rate: $2,200  
2x+ Rate: $1,900

**SPONSORED EDITION SPECS:**

- 200–400 total words of copy
- 1–3 high-res image(s) for the header (300 dpi or higher)
- 1 video URL (YouTube or Vimeo) to be embedded | optional
- 1–2 additional high-res images for e-newsletter body | optional
- Logo file | optional

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**MATERIALS DEADLINE:**

At least two [2] weeks before the scheduled run date

Metrics are available to sponsored e-newsletter advertisers upon request.
SOCIAL MEDIA POSTS

Advertisers have the opportunity to share their promotional messages with the OA's passionate and highly-engaged social media followers via custom posts.

The content appearing in the Social Post must be consistent with the style and editorial themes of the Oxford American.

COST PER POST: $1,000

Note: All Social Posts must be approved by the OA's Engagement Editor prior to going live. Social posts will be noted as paid partnerships via Facebook and Instagram’s Paid Partnership label and “#ad” at the end of Tweets (please include this in your caption or ensure character count allows for this).

SOCIAL MEDIA SPECS:

Instagram: 1080 x 1080
is optimal (looks best in profile grid), but IG will support landscape images up to 1080 x 566 and portrait images up to 1080 x 1350. Can post up to 10 slides in a carousel.

Facebook: Single images can be any size. 1200 x 630 or 1080 x 1080 is recommended. For 2 or 4+ images, 1080 x 1080 is recommended to avoid cropping. Can support any number of images.

Twitter: Single images can be any size. 16:9 or 1:1 is recommended. 2 images: will appear side by side, both with an aspect ratio of 7:8. 3 images: one will appear larger (in 7:8 ratio) and the other two in 4:7 ratios. 4 images: will be arranged in a 2x2 grid. Each image will have a 2:1 aspect ratio.

Twitter supports up to 4 images.

MATERIALS DEADLINE: At least two [2] weeks before the scheduled run date
Launched in September 2019, Points South synthesizes the best of the Oxford American into a compelling 40+ minutes of storytelling and music. Past segments have been supported by the National Endowment for the Humanities and the National Endowment for the Arts.

**Past episodes have featured:**
- Ken Burns and Rhiannon Giddens on Country Music
- Reporter Jerry Mitchell on civil rights icon Clyde Kennard
- Brittany Howard on inheriting diverse musical influences
- John Paul White, Los Texmaniacs, Dom Flemons, Margo Price, Lucy Dacus, Adia Victoria, and reported stories on family separation at the border, Arkansas’ cemetery angel, and more.

**Episodes throughout 2024** will feature live music, and deeply reported stories about Southern history that reverberate in the present. Points South may also debut limited series, feature performances, and interviews in collaboration with other cultural and educational organizations.

**NEARLY 80k DOWNLOADS AND COUNTING!**

**MARKETING & PARTNERED OPPORTUNITIES AVAILABLE:**
- 15 second ad: $875
- Episode Underwriting, includes recognition in episode of the podcast in the pre- and post-roll: $7,500
- Original Sponsored Edition
  [OxfordAmerican.org/pointssouth](OxfordAmerican.org/pointssouth)

**FOR PLANNING:**
Contact your OA rep
Oxford American is also well known for **producing unique events**—both live and virtual—including concerts, author series, speaking engagements, panels, and music festivals. All events have potential for **collaborative development** to align with the specific strategies and needs of our advertising partners.