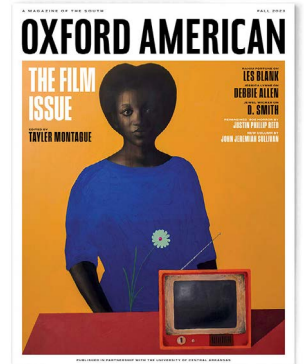


# 2023 EDITORIAL CALENDAR & PRINT SPECS

## 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 | 15 Sept. '23 | 22 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"**

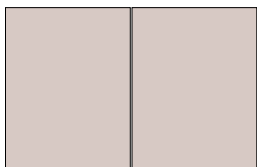
1/2 Page Horizontal 7.375" x 4.833"

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

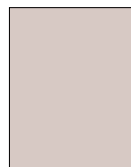
1/4 Page Guide Text, image, logo—  
Ask your Account Executive for an example

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

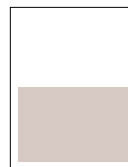
Delivery by **email** preferred. (Mac-formatted CD-R accepted.) Only one ad per file. Native application files not accepted.



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



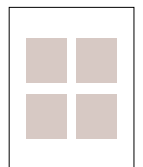
**Full-Page (bleed)**  
8.375 x 10.75  
(plus bleed 8.625 x 11)



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



**1/3 Page Guide**



**1/4 Page Guide**

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