

OKLAHOMA STATE MEDICAL ASSOCIATION
JOURNAL OF MEDICINE

ADVERTISING SPECIFICATIONS

BLACK & WHITE RATES

Space	One Issue	Six Issues	Twelve Issues
Full Page	\$500.00	\$450.00	\$400.00
Half Page	\$300.00	\$275.00	\$250.00
Quarter Page	\$240.00	\$225.00	\$200.00

FOUR COLOR RATES

Space	One Issue	Six Issues	Twelve Issues
Full Page	\$800.00	\$700.00	\$600.00
Half Page	\$550.00	\$500.00	\$450.00
Quarter Page	\$440.00	\$425.00	\$400.00

PREMIUM LOCATIONS

Inside front cover and inside back cover are four color premium locations in the OSMA Journal. The rate is \$1,000.00. It is preferred that these locations have a twelve issue contract.

DEADLINES/CLOSING DATES

Each issue closes on the first business day of the month preceding month (for example, the March issue closes on February 1). All advertising materials must be received by that date. Ads may not be cancelled after the closing date. Statements are billed within one week of the publication and are payable in full upon receipt.

SPECIFICATIONS

Trim Size-Full Page	8 1/2" x 11"
Full Page Bleed	8 3/4" x 11 1/4"
Live Image-Full Page	7" x 10"

Half Page Vertical	3 3/8" x 9 1/8"
Half Page Horizontal	6 7/8" x 4 1/2"

Quarter Page Vertical	3 3/8" x 4 1/2"
Quarter Page Horizontal	2 1/8" x 6 7/8"

Line Screen: 150 line (can work with 133)
Right Reading-Emulsion side down

PLACEMENT ORDER Insertion Months:

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

AD SIZE

- Full Page
- Half Page Vertical
- Half Page Horizontal
- Quarter Page Vertical
- Quarter Page Horizontal

DIGITAL FILES

Digital files should be supplied whenever possible. Files must be supplied on CD-Rom or emailed. When emailing files use a compression software to avoid corruption. We will only accept high resolution pdf files or files created in Adobe Pagemaker, Adobe Indesign, or Adobe Photoshop. All files must be prepared as CMYK with a resolution of 300 dpi with all fonts embedded. A high quality digital proof must accompany all files and must be generated from the file submitted, whether submitted on film or digital.

E-mail digital files to: sawwell@okmed.org
Send a Zip disk or CD Rom to address listed below.

Please call Stacie Sawwell at (800) 522-9452 if you would like more information or need any other details regarding Journal advertising.

ADVERTISER'S INFORMATION:

Advertiser's Name: _____

Contact Name: _____

Contact's Phone: _____

Address: _____

City _____ State _____ Zip _____

Authorized Signature: _____

Agency's Name: _____

Agency's Contact: _____

Agency's Address: _____

City _____ State _____ Zip _____

Authorized Signature: _____

Please complete form and return by fax or mail to:
OSMA, 313 NE 50th, Oklahoma City, OK 73105
Fax: (405) 601-9575.

The Oklahoma State Medical Association reserves the right to refuse any advertising