

2019 ADVERTISING SPECIFICATIONS

BLACK & WHITE RATES

Space	One Issue (per issue)	Six Issues (per issue)	Twelve Issues (per issue)
Full Page	\$700.00	\$650.00	\$600.00
Half Page	\$500.00	\$475.00	\$450.00
Quarter Page	\$440.00	\$425.00	\$400.00

FOUR COLOR RATES

Space	One Issue (per issue)	Six Issues (per issue)	Twelve Issues (per issue)
Full Page	\$1000.00	\$900.00	\$800.00
Half Page	\$750.00	\$700.00	\$650.00
Quarter Page	\$640.00	\$625.00	\$600.00

PREMIUM LOCATIONS

Either the inside front cover OR inside back cover is the only color premium location in the OSMA Journal. The rate is \$1,500.00 per month regardless of frequency.

DEADLINES/CLOSING DATES

Each issue closes on the first business day of the month of that month's publication. (for example, the March issue closes on March 1). All advertising materials must be received by that date. Ads may not be cancelled after the closing date. Statements 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 "

PLACEMENT ORDER Insertion Months:

January	May	September
February	June	October
March	July	November
April	August	December

AD SIZE

- Full Page (Color) (B&W)
- Half Page Vertical (Color) (B&W)
- Half Page Horizontal (Color) (B&W)
- Quarter Page Vertical (Color) (B&W)
- Quarter Page Horizontal (Color) (B&W)

DIGITAL FILES

When emailing files use a compression software to avoid corruption. We will only accept high resolution pdf files or files created in Adobe Illustrator, 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: publications@okmed.org

Please call Jeff Kelton 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 email to publications@okmed.org, or 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.