

2023-2024 ADVERTISING SPECIFICATIONS

BLACK & WHITE RATES

Space	One Issue (per issue)	Three Issues (per issue)	Six 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)	Three Issues (per issue)	Six 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 second month of that publication. (for example, the July/August issue closes on August 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 2023-2024

2023

September/October_____ Nov/Dec_____

2024

January/February_____ March/April_____
May/June_____ July/August_____
Sept/Oct_____ Nov/Dec_____

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