

#### Introductory Advertising Rates, 2010

##### *Art Focus Oklahoma*

Size HxW	B/W Rate Billed Per Issue	Color Rate Billed Per Issue	6 Consecutive Issues Commitment
Full Page 10x7.5	\$300	\$500	B/W \$270 Color \$450
3/4 Page 8x7.5	\$275	\$450	B/W \$245 Color \$405
1/2 Page H:5x7.5, V:10x4	\$180	\$350	B/W \$160 Color \$315
1/4 Page 4x3.75	\$125	\$275	B/W \$110 Color \$245
1/8 page 2x3.75	\$100	\$225	B/W \$90 Color \$200
Back 1/2 Page 5x7.5		\$400	\$360

**Deadlines: January 15 (March/April issue); March 15 (May/June issue);  
May 15 (July/Aug issue); July 15 (Sept/Oct issue);  
September 15 (Nov/Dec issue); November 15 (Jan/Feb issue)**

##### *Resource Guide for Artists*

Size HxW	Rate
Full Page 8.5x5.5	\$200
3/4 Page 6.125x5.5	\$160
1/2 Page 4.25x5.5	\$90
1/4 Page 2.125x5.5	\$50
1/8 Page 2.125x2.75	\$30
Back Cover 8.5x5.5	\$500

**Deadline: May 28, 2009**

**About the Oklahoma Visual Arts Coalition's *Art Focus Oklahoma***  
*Art Focus Oklahoma* is the largest, bi-monthly magazine dedicated to artists and the arts in Oklahoma; it reaches over 5,000 people across the state, and continues to grow with each issue. The magazine reaches a specific, unique audience of patrons, artists and art students. *Art Focus Oklahoma* is distributed to OVAC members and statewide to book stores, libraries, galleries, frame shops, cafes, museums and universities.

The mission of the Oklahoma Visual Arts Coalition is to promote visual artists living and working in Oklahoma and create public awareness and understanding of the arts. OVAC supports more than 3,000 artists each year through publications, grants, workshops and exhibitions.

#### **Placement Preferences:**

Preference for page position will be given to contracts of multiple placements of 6 or more. All efforts will be made to accommodate placement requests.

#### **Mechanical Requirements:**

Ad provided must be digital in pdf, tiff, jpeg or eps format, Macintosh preferred. High resolution hard copies may be supplied for black and white ads. Film will not be accepted. Outline type or fonts and linked files must be included for file integrity. Final art must be 150 line screen at 100% of size. All colors in any files must be converted to process. Any adjustments or corrections made after the file is submitted will be billed a base rate of \$60/hour. Files may be provided on cd, zip disk or floppy disk. Email final files to [anne@speccreative.net](mailto:anne@speccreative.net). Color proofs or disks may be mailed to:  
Spec Creative  
Attn: Anne Richardson  
16700 Cordillera Way  
Edmond, OK 73003

#### **For more information, contact:**

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#### Ad Production Rates:

Spec Creative offers ad production if you need assistance. Ad rates are \$100 minimum based on \$50/hour production time. Please email for quote: [anne@speccreative.net](mailto:anne@speccreative.net)