



## Current Advertising Rates

Ad Sizes Height x Width in Inches	Color Rate Billed Per Issue	4 Consecutive Issues Commitment
Full Page Vertical: 10" h x 7.5" w	\$550	\$495
Half Page Horizontal: 5" h x 7.5" w Vertical: 10" h x 3.875" w	\$385	\$345
Quarter Page Vertical: 4.875" h x 3.625" w	\$305	\$270
Back 1/2 Page Horizontal: 5" h x 7.5" w	\$450	\$400

### Design Deadlines:

Winter (Jan, Feb, Mar) – due Dec 1

Spring (April, May, June) – due Feb 24

Summer (July, Aug, Sept) – due May 24

Fall (Oct, Nov, Dec) – due Aug 24

Oklahoma Visual Arts Coalition’s *Art Focus Oklahoma* is the largest, quarterly magazine dedicated to artists and the arts in Oklahoma; it reaches over 10,000 people across the state in print format and thousands more digitally. 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. Additionally, we send it out to over 600 locations nationwide.

The mission of the Oklahoma Visual Arts Coalition is to support Oklahoma’s visual arts and artists and their power to enrich communities. OVAC supports more than 1,700 artists each year through publications, grants, workshops and exhibitions.

### Placement Preferences:

Preference for page position will be given to contracts of multiple placements of 4 or more. All efforts will be made to accommodate placement requests.

### Mechanical Requirements:

Ad provided must be in PDF format at 300 dpi. Outline type or fonts and linked files must be included for file integrity. All colors must be converted to process.

### Ad Production Rates:

Spec Creative offers ad production assistance. Design rates begin at \$200. Please email for quote: [speccreative@gmail.com](mailto:speccreative@gmail.com)

### Email final files to

[director@ovac-ok.org](mailto:director@ovac-ok.org)

### For more information, contact:

Rebecca Kinslow  
Executive Director  
Oklahoma Visual Arts Coalition  
(405) 879.2400  
[director@ovac-ok.org](mailto:director@ovac-ok.org)



## ADVERTISING SPEC SHEET

### ARTWORK FORMAT

All ads bleed. Please include crop marks and extend artwork to include an 1/8" bleed in all sides. Please keep text and important information away from the edges of your ad, in a safe zone of .25" if possible.

Send a high-resolution (300 dpi) pdf or jpg file at 100% size. Other acceptable formats are: EPS, or TIFF. We cannot accept Microsoft Word or Publisher files. Low resolution digital files for web are also not acceptable.

Special placement or requested locations will be honored on a first come, first served basis if possible.

### ADVERTISING/DESIGN CONTACT

If you need assistance with ad design and production, or if you have any questions about submitting your own ad, please contact Anne Richardson at (405) 206-1088 or at [speccreative@gmail.com](mailto:speccreative@gmail.com). Ad design fees are \$125, or higher if complex.

### TO SUBMIT AN AD:

Send files to: Rebecca Kinslow at [director@ovac-ok.org](mailto:director@ovac-ok.org). Please call if you have any questions 405.879.2400, Ex. 4

*Thank you for your support!*

## PRINT DIMENSIONS



### FULL PAGE

Trim size 8.5" (w) x 11" (h). Please include .125" (1/8") bleed on all sides so artwork measures 8.75" x 11.25". Please include crop marks.



### HALF PAGE - HORIZONTAL

Trim size: 8.5" (w) x 5.25" (h). Please include .125" (1/8") bleed on all sides so artwork measures 8.75" x 5.5". Please include crop marks.



### HALF PAGE - VERTICAL

Trim size: 4" (w) x 11" (h). Please include .125" (1/8") bleed on all sides so artwork measures 4.25" x 11.25". Please include crop marks.



### QUARTER PAGE - VERTICAL

Trim size: 4" (w) x 5.25" (h). Please include .125" (1/8") bleed on all sides so artwork measures 4.25" x 5.5". Please include crop marks.



OKLAHOMA VISUAL ARTS COALITION

### Advertiser Contract/Billing Information

Company/Organization

Contact Name

Address City State Zip

Phone Email

#### Ad Commitment (Indicate Single Issue or Annual Commitment)

Single Annual Commitment

Ad Size Orientation Color/B&W

Issue Rate Placement

Email final files to:  
Rebecca Kinslow  
Executive Director  
director@ovac-ok.org

#### Payment Information

Name as it appears on card Amount Exp. Date CVV

Credit Card number

Signature

Send Invoice Bill to Credit Card

Artwork not provided in the proper format will be billed with production charges. These charges do not include ad space. OVAC and Spec Creative will have no liability for errors or omissions in any advertisement submitted or approved. OVAC and Spec Creative's entire liability, if any, for any claim of damages against it, whether based in contract or negligence, will be limited to the amount of charges paid. In no event will OVAC or Spec Creative be liable for any lost profits or consequential, incidental, indirect damages arising from this publication. Signing this contract shows full acceptance of these terms and responsibility for full payments as outlined above.

Accepted by Advertiser (Signature) Date