



2022 Advertising Rates

Art Focus Oklahoma

Size Height x Width in Inches	B/W Rate Billed Per Issue	Color Rate Billed Per Issue	4 Consecutive Issues Commitment
Full Page Vertical: 8.5" w x 11" h	\$300	\$500	B/W \$270 Color \$450
Half Page Horizontal: 8.5" w x 5.25" h Vertical: 4" w x 11" h	\$180	\$350	B/W \$160 Color \$315
Quarter Page Vertical: 4" w x 5.25" h	\$125	\$275	B/W \$110 Color \$245
Back 1/2 Page Horizontal: 8.5" w x 5.25" h		\$400	\$360

Design Deadlines:

Spring (April, May, June) – due Feb 15
 Summer (July, Aug, Sept) – due May 15
 Fall (Oct, Nov, Dec) – due Aug 15
 Winter (Jan, Feb, Mar) – due Nov 15

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, 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. 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.

Resource Guide for Artists

Size Height x Width in Inches	Rate
Full Page Vertical: 8.5" w x 11" h	\$200
Half Page Horizontal: 8.5" w x 5.25" h Vertical: 4" w x 11" h	\$90
Quarter Page Vertical: 4" w x 5.25" h	\$50

Design Deadline: November 15, 2021

The Resource Guide changed to digital format allowing Ads to be in full color with clickable links.

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:

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.

Email final files to

director@ovac-ok.org

For more information, contact:

Rebecca Kinslow
 Art Focus Oklahoma
 Oklahoma Visual Arts Coalition (405)
 879.2400
director@ovac-ok.org

Ad Production Rates:

If you need assistance with ad design and production, or if you have any questions about submitting your own ad, please contact:

Anne Richardson
 Spec Creative
 (405) 206-1088
speccreative@gmail.com

Ad design fees are \$125, or higher if complex.



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. Ad design fees are \$125, or higher if complex.

TO SUBMIT AN AD:

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

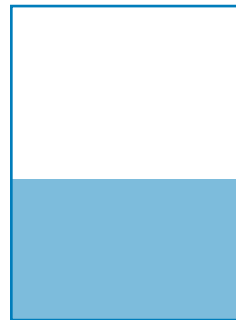
Thank you for your support!

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.



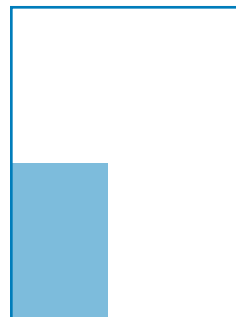
HALF PAGE - HORIZONTAL

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

Contact Name

Address

City

State

Zip

Phone

Email

Ad Commitment (Single Issue or 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

Credit Card number

Exp. Date

CVV

Signature

Please Invoice. Indicate PO# if needed: _____

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