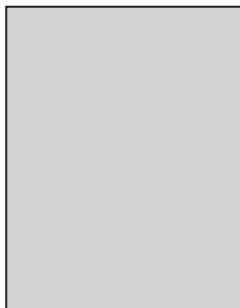
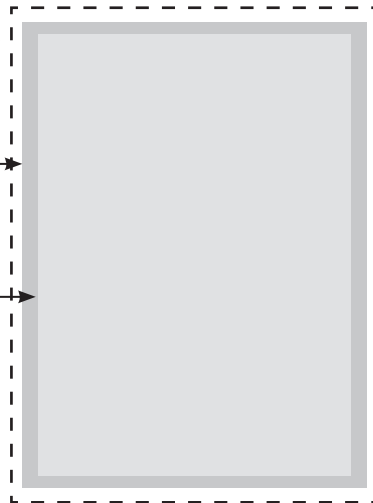


ADVERTISING SPECS FOR MAGAZINE PAGES

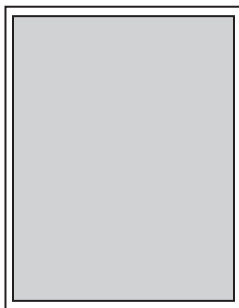
BLEED SIZE: (this goes past the printed page) 6.75" wide x 11.25" tall
This section will be trimmed off after printing.

TRIM SIZE: (final size of page printed) 6.375" wide X 10.875" tall
Actual edge of final paper which is 3/8 inch less than the bleed size.

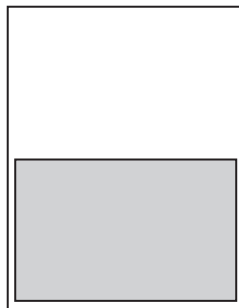
SAFE ZONE: (no text past this point) 5.875" wide x 10.375" tall - a half-inch margin free of any text, logos or important graphics beyond this line.



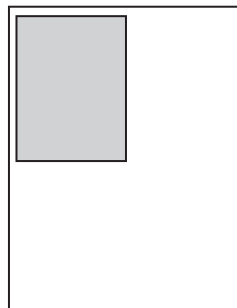
FULL PAGE WITH BLEED
6.75" wide x 11.25" tall
crops to 6.375" x 10.875"
(Leave a full half inch or .5" space near gutter, free of any text)



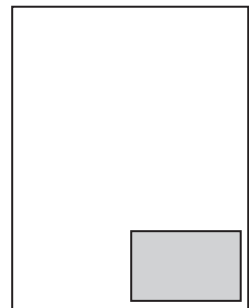
FULL PAGE NO BLEED
5.875" wide x 10.375" tall



HALF PAGE
5.375" wide x 4.75" tall



QUARTER PAGE
2.5" wide x 4.75" tall



EIGHTH PAGE (and coupons)
2.5" wide x 2.25" tall

AD REQUIREMENTS / ACCEPTED FILE TYPES: High resolution print-ready PDF files are preferred. Other accepted formats include Photoshop jpeg files, tif, or eps. WE CANNOT USE MICROSOFT WORD OR PUBLISHER FILES. FILES MUST BE A MINIMUM OF 300 DPI resolution, 4-color CMYK.

Any files that do not follow these guidelines will be rejected; any design alterations or corrections made by Oklahoma Senior Journal due to incorrect specifications will result in a charge to the client based on the hourly rate of \$75/hour.

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For questions & placement, contact: Robin R. Gunn, CEO/Publisher

Cell (405) 816-7889

Fax (405) 605-0755

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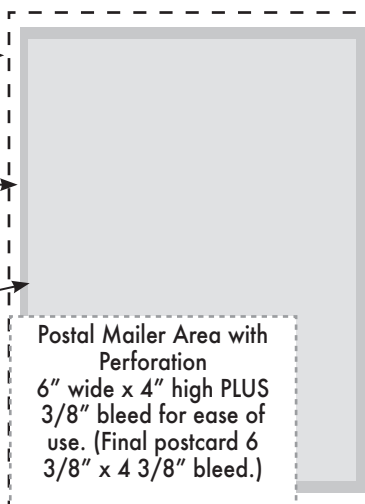
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ADVERTISING SPECS for INSERT WITH PERFORATED MAILER

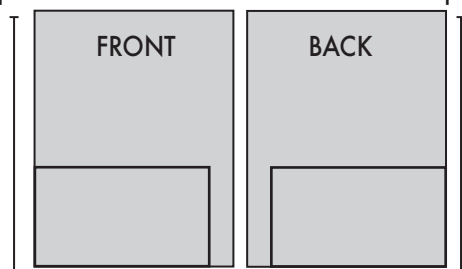
BLEED SIZE: (this goes past the printed page) 6.75" wide x 11.25" tall
 This section will be trimmed off after printing.

TRIM SIZE: (final size of page printed) 6.375" wide X 10.875" tall
 Actual edge of final paper which is 3/8 inch less than the bleed size.

SAFE ZONE: (no text past this point) 5.875" wide x 10.375" tall - a half-inch margin free of any text, logos or important graphics beyond this line.



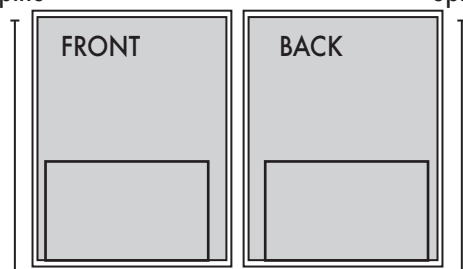
Magazine Spine



FULL PAGE BLEED
 6.375" X 10.875"
 (Leave .5" space near gutter)

Magazine Spine

Magazine Spine



FULL PAGE - NON BLEED
 5.875" X 10.375"

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 Cell (405) 816-7889 841 NW 34th St
 Fax (405) 605-0755 Oklahoma City, OK 73118
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