

## ADVERTISING SPECS FOR MAGAZINE PAGES

**BLEED SIZE:** (past the printed page)

6.75" wide x 11.25" tall

This section will be trimmed off after printing.

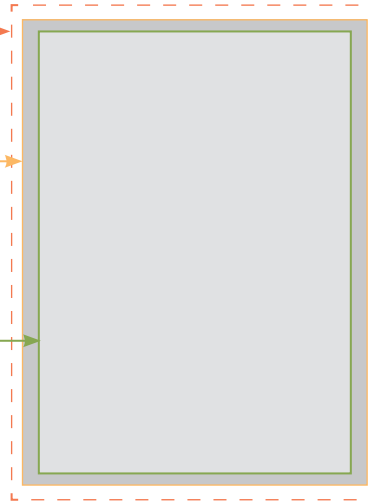
**TRIM SIZE:** (final size of page printed)

6.375" wide x 10.875" tall

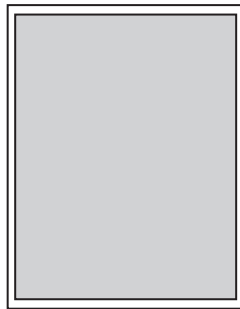
Actual edge of final paper which is 3/8 inch less than the bleed size.

**SAFE ZONE:** (no text past this point)

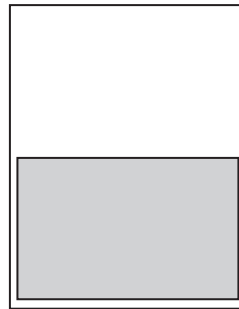
5.875" wide x 10.375" tall - a half-inch margin free of any text, logos or important graphics beyond this line.



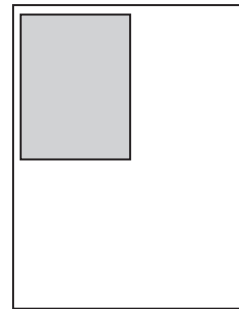
**FULL PAGE WITH BLEED**  
6.75" wide x 11.25" tall  
\*crops to 6.375" x 10.875"\*  
(Leave a full half inch or .5" space near gutter, free of any text)



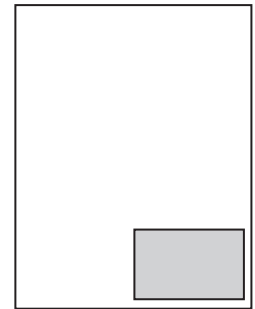
**FULL PAGE NO BLEED**  
5.875" wide x 10.375" tall



**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.

**CONTACT / AD SUBMISSION:**

**Email final files to [cpoyner@gmail.com](mailto:cpoyner@gmail.com)** or send the file via DropBox or any file transfer site. Please include your company's name in your email subject line.

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

Cell (405) 816-7889

Fax (405) 605-0755

841 NW 34th St

Oklahoma City, OK 73118

[www.okseniorjournal.com](http://www.okseniorjournal.com)

[Facebook.com/OklahomaSeniorJournal](https://www.facebook.com/OklahomaSeniorJournal)



Athena Publishing  
company

## PRICING LIST

### Full Page Ad

*with bleed* \$2,475  
*no bleed* \$2,425  
*black & white* \$2,125

Full page includes 3 service listings. Articles are roughly 300-325 words with one photo and logo OR 225-275 words with two photos and a logo.

2-PAGE DISCOUNT: Any second full page is HALF PRICE after purchase of first full page at regular price.

### Half Page Ad

*with bleed* \$1,475  
*no bleed* \$1,235

Half page includes 2 service listings.

### Quarter Page Ad

\$1,000  
*black & white* \$725

Quarter page includes 1 service listing.

### Eighth Page

\$675  
 \$475

Displayed in the Directory Listings Section

### Specialty Listings

\$195  
*additional listings* \$95

Specialty Listings include four lines of your business information under a specialty heading. Additional Listings are placed under a different heading of your choosing

### Basic Service Listing

\$95  
*Additional Listings* \$65  
*Extra Line* (up to 6 words per line) \$40  
*Colored box with 4 lines* \$275  
*Colored box with 2 lines* \$225

Basic Service Listings include two lines of your business information with your name, phone number, and website (space permitting)

## Additional Advertising Options

### Inserted flyer

Your flyer or postcard inserted into the magazine for one distribution round covering the 405 area code: either  
 1,000 \$550  
 2,000 \$750  
 3,000 \$900

Piece must be a maximum finished (folded) size of 11" x 5.5" wide. Folded items are acceptable. If folding is needed, will we do so for an additional \$200-\$400 depending on quantity. Flyers must be delivered to us by the 15th of the month for a distribution for the 1st week of the next month.

**Front cover bullet point** \$350 each

**Top of Page Ribbon Topper** \$275 each page (in Services Listings area only)

### Specialty Placement Packages

Call or e-mail Robin Gunn for details and prices: (405) 816-7889

### Contact Robin Gunn for:

*Front Cover Package*  
*Center Page Spread*  
*Inside Front Cover Package*  
*Inside Back Cover Package*  
*Back Cover Package*  
*Pre-printed Brochure Insert Package*

## Payments

If making a credit card payment, please add 5% processing fee to your total. PayPal to PayPal is no additional charge.

**"It's All about PETS... and the People they Own®" Section is always HALF PRICE!**

### Agency Fees – OSJ Policy

All pricing is net and not gross. Agencies must add any markup fees to this pricing. All Ad Agencies MUST pay 1/2 down within 30 days of Agreement, if magazine is to go to print before the 30 days of Agreement 1/2 down MUST be received within 48 Hours of Agreement... NO EXCEPTIONS!

# OSJ AD DESIGN



## Pricing

### Ad/Article Design

Full Page	\$125/pg
Half Page	\$100
Quarter Page	\$75
Eighth Page	\$50

### Changes to Existing Design

\$75/hr

### Photography

Photoshoot	\$100/hr (two hour minimum)
Stock Photo	\$35/ea
Editing	\$75/hr

### Logo Design

3 options \$300

### Copy Writing/Editing

\$75/hr

Hi! I'm Christine of Orange Iris Creative. I'm a one woman shop right here in Oklahoma. We will work together directly. You can email me at cpoynere@gmail.com or call me at 405.630.0281

## What I Need from You

**Business Information** Your address, phone number and any other important information you would like included in your ad/article.

**Contact Information** Phone number and email addresses of anyone wanting to discuss the ad/article and make changes.

**Sizing** How many ads you have and their sizes.

**Your Logo and Tagline(s)** Don't have one? I'm happy to design one for you. Let's talk about that. Don't have a high resolution version? I can recreate your logo or update your look.

**Copy** You can send any wording you would like to use or we have writers that can help you develop an ad or article.

**Photos** You can send your own photos, we can use stock photography, or we have a photographer that can come to your business.

**Design Information** Please let me know if you have specific themes, colors or designs in mind.

## What to Expect

A quality layout in a timely manner. You will receive a first proof of your ad/article within a week of sending it to me.

Your ad will have a watermark on it (a large, faded white Orange Iris logo. This will be removed when I receive payment in full.

Look over your ad thoroughly. I will check for spelling and grammatical errors, but it is your responsibility to ensure that everything is correct. Please email all changes and corrections back to me.

Regular pricing applies to the original design and first two sets of corrections. After two sets of corrections there will be an hourly charge of \$75/hr.

**Please See the Following Page for OSJ Sizing/Specs**

