



Introductory Advertising Rates, 2018

Art Focus Oklahoma

Size HxW	B/W Rate Billed Per Issue	Color Rate Billed Per Issue	4 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:10x3.875	\$180	\$350	B/W \$160 Color \$315
1/4 Page 4.875x3.625	\$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: 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

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: October 15, 2018

Starting in 2018, The Resource Guide is changing to digital format allowing Ads to be in full color. A short run of printed guides will be produced in black and white.

Oklahoma Visual Arts Coalition's Art Focus Oklahoma is the largest, the bi-monthly 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.

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 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. 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 or flash drive.

Email final files to
allison@ovac-ok.org.

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