

# OKLAHOMA BANKER

## Advertising Rate Card

### Ad Dimensions

Unit	Inches Wide	Inches Deep
1*	10-1/4 x	12-5/8
3/4	7-5/8 x	12-3/8
2/3	10-1/4 x	8-1/4
1/2 Horizontal	10-1/4 x	6-1/4
1/2 Vertical	5 x	12-3/8
1/3 Horizontal	10-1/4 x	4-1/4
1/3 Square	6-3/4 x	6-1/4
1/3 Vertical	5 x	8-1/4
1/4 Horizontal	7-5/8 x	4-1/4
1/4 Vertical	5 x	6-1/4
1/6	5 x	4-1/4
1/8	5 x	3-1/8

\*Full-bleed not available.

### Space Rates

	1x	4x	6x	13x	25x
<b>Full Page</b>	708	690	673	655	637
<b>3/4 Page</b>	531	517	504	491	477
<b>2/3 Page</b>	467	455	444	432	421
<b>1/2 Page</b>	353	345	336	327	318
<b>1/3 Page</b>	234	227	221	216	210
<b>1/4 Page</b>	177	172	167	163	159
<b>1/6 Page</b>	113	109	107	104	101
<b>1/8 Page</b>	88	85	83	81	79

### Color Charges

Matched colors, per color .....	\$ 105
Four-color process .....	\$ 325
Graphic design services .....	\$50/hour
Strip-in charges, per insertion .....	\$30

### Production Specs

Electronic submission of advertisements is preferred. Negatives are also accepted, but a \$30 strip-in charge will be added. **Adobe PDFs are preferred.**

Other acceptable formats are TIF, JPEG, EPS (with fonts saved as outlines) and PageMaker 6.5 or 7.0 (PC). Please be sure all font compatibility problems are resolved before sending. Files may be sent via e-mail to [jeremy@oba.com](mailto:jeremy@oba.com) or on Zip disk or CD to *Oklahoma Banker*, P.O. Box 18246, Oklahoma City, OK 73154-0246. If you need help setting up your files for publication, please call Jeremy Cowen at 405-424-5252.

The following settings may be used to help ensure sharp and accurate reproduction of your materials:

Line screen .....	100
Dot gain .....	30%
Ink color .....	Ad litho newsprint
Separation .....	GCR
Black ink limit .....	100%
Total ink limit .....	200%
UCA amount .....	60

### Other Advertising Opportunities

#### Classifieds

Classified rates are \$.50 per word, minimum 20 words. Payment must accompany ads, which must be received seven days before publication.

#### OBA Online

Call for current sizes and price structure.

### The Fine Print

#### Ad Acceptance

All advertising is subject to the publisher's approval.

#### Commission/Discount

Recognized advertising agencies receive a 15 percent agency commission. This commission applies to the space rates only, not to any color charges. OBA Members and Strategic Members receive a 20 percent discount. This discount applies to the space rates only, not to color charges.

#### Closing Dates

Verbal instructions regarding advertising placement is treated as a tentative space reservation until written orders are received. Insertion orders must be received by the first of the

month prior to publication. Materials must be received by the 15th of the month prior to publication. (For the March issue, for examples, insertion orders are due Feb. 1 and materials are due Feb. 15.) For multiple insertions, a signed contract must be returned to the publisher before any ads will be published.

#### Preferred Space

Every effort will be made to place ads where the advertiser requests on a first-come, first-served basis, at the discretion of the editor. However, the following placements may be reserved at a premium:

<b>Back cover:</b>	Call for availability
<b>Page 2 or 3:</b>	10% premium

*Note: Premium applies to space rates only.*