



The Oakwood News

A Neighborhood Newsletter for Historic Oakwood and Friends

Raleigh, NC

2011 Advertising Rate & Specification Sheet

The Oakwood News is published monthly by the Society for the Preservation of Historic Oakwood (SPHO), a non-profit organization, and hand delivered to all homes in the Historic Oakwood District and select neighboring blocks (~850 households) with a readership of 2,000+ monthly and a shelf life of one month. The Oakwood News is also made available to Historic Oakwood residents online as a PDF file on the Oakwood Listserv (Yahoo Group).

ALL ADS RUN IN FULL COLOR

Ad Size	Max. per Issue	MONTHLY ADVERTISING RATE (consecutive ads)			
		1X	3X	6X	11X
Business Card	16	\$125	\$112	\$100	\$91
¼ Page	6	\$200	\$180	\$162	\$146
½ Page Horizontal	4*	\$350	\$315	\$284	\$255
½ Page Vertical	4*	\$350	\$315	\$284	\$255
Full Page	1	\$500	\$450	\$425	\$400
Premium Back Bus. Card	1	n/a	n/a	n/a	\$137
Prem. Directory Bus. Card	1	n/a	n/a	n/a	\$114
Inserts	3	\$350	n/a	n/a	n/a

* Limited to a total of three ½ page ads per month (vertical and horizontal combined)

Ad Dimensions (width x height):

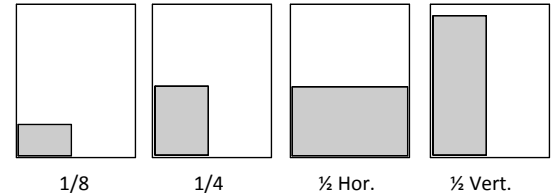
Full page: 8.5"x11" Trim; 8.25"x10.75" Live Area; 8.75"x11.25" Full Bleed

Half Page Vertical: 10.25"x3.8"

Half Page Horizontal: 7.75"x5"

Quarter Page: 3.8"x5"

Eighth Page or Business Card: 4" x 2.25" or 3.5"x2"



Art: Press ready art should be submitted to newsletter@historicoakwood.org as a press optimized PDF file with all fonts embedded or converted to curves/outlines. High resolution JPEGs (300dpi or better, 600dpi preferred) are also acceptable. Quark, MSWord, PowerPoint and Microsoft Publisher files are **NOT** accepted. For scanned art, see "Scans" below. Art on CD-ROM may be mailed to: The Oakwood News c/o CyberGraph, 610 N. Person Street, Raleigh, NC 27604

Availability: Space availability is limited to the maximum number of ads per issue shown above. All advertising is sold on a first come, first served basis.

Cancellations: No refunds for ad cancelations after the ad deadline for any month's publication. Ads canceled prior to the ad deadline will be credited to the end of the advertiser's placement contract. No cash refunds for advertiser cancelations.

Color: All ads print in full process color (CMYK). No discount for black and white ads. No metallic or spot colors available.

Circulation: Hand-delivered to 850 households and mailed to 50 subscribers with an estimated readership of over 2000 monthly.

Deadline: Payment and ad materials are due by the 15th of the month prior to issue publication.

Inserts: Advertiser provided, maximum size: 8.5"x11" single sheet, no folded pieces or booklets without prior publisher approval, please provide 850 copies.

Non-Profit Rate: 50% discount off single ad or insert rate ("1x" column) for 501(c)3 non-profit organizations

Payment: All advertising must be paid in full, in advance. Multiple ad rates must be paid in full for all ads in advance or 6x and 11x contracts may be paid in advance quarterly. Monthly payments are only allowed at the 1x rate. *All ad placement payments should be made payable to the **Society for the Preservation of Historic Oakwood (SPHO)**.*

Political Ads: No political advertising will be accepted.

Position: All ads placed ROP (run of press). Only two premium business card ad positions are available on an annual contract basis: Back Cover in the Calendar of Events and inside back on the Telephone/Email Directory page. Full page ads run on the inside back cover only.

Scans: Camera ready advertisements may be submitted as prints for scanning. A scanning charge of \$35 will be invoiced by The Oakwood News' design agency and will be due prior to publication.

Additional Advertisement Policy

- Rates and conditions subject to change without notice. Advertisers' rates guaranteed for duration of executed advertising contract. Any canceled contracts will be invoiced rate differential and due on receipt.
- Advertising set to resemble editorial matter will be marked "Advertisement".
- The publisher reserves the right to edit or reject any advertising deemed objectionable, whether in subject matter, illustration or phraseology at the sole discretion of the publisher.

Ad Sales Manager: Barry Kitchener, BarryKit2000@yahoo.com, (919) 828-2005

Art Contact: Rex Michael, newsletter@HistoricOakwood.org, CyberGraph Advertising, (919) 834-2725



Effective: 01/07/2011