

The Oakwood News

A Neighborhood Newsletter for Historic Oakwood and Friends

Raleigh, NC

Advertising Rate & Specification Sheet

The Oakwood News is published monthly (except January) by the Society for the Preservation of Historic Oakwood (SPHO), a nonprofit organization, and hand-delivered to all homes in the Historic Oakwood District and select neighboring blocks (approximately 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 through the Oakwood website.

ALL ADS RUN IN FULL COLOR

Advertisement Size	Maximum per Issue	MONTHLY ADVERTISING RATE (consecutive ads)			
		1 month	3 months	6 months	1 YEAR
1/8 Page	12	\$130	\$120	\$110	\$99
1/4 Page	6*	\$250	\$235	\$220	\$160
1/3 Page	6*	\$310	\$290	\$265	\$220
1/2 Page	4	\$400	\$375	\$350	\$260
Full Page	2	\$600	\$550	\$525	\$500
Premium Back Cover 1/8 Page	1	n/a	n/a	n/a	\$150
Premium Inside Front Cover 1/8 Page	2	n/a	n/a	\$135	\$125
Inserts	2	\$400	n/a	n/a	n/a

*Limited to a combined total of six 1/4 and/or 1/3 page ads per month.

Ad Dimensions (width x height):

1/8 Page Vertical:	2.625"W x 4.875"H	1/8 Page Horizontal:	3.875"W x 2.265"H (enlarged business card)
1/3 Page Vertical:	2.625"W x 10"H	1/3 Page Horizontal:	5.375"W x 4.875"H
1/4 Page Vertical:	3.875"W x 4.875"H	1/4 Page Horizontal:	8"W x 2.265"H
1/2 Page Vertical:	3.85"W x 10"H	1/2 Page Horizontal:	8"W x 4.875"H
Full page:	8"W x 10"H	Full Page w/ Full Bleed:	8.5"W x 11"H + 1/8" bleed (maintain 1/4" safety margin)

Art: CMYK PDF – Press-ready art should be submitted to newsletter@historicoakwood.org as a "Press Quality" PDF file with all fonts embedded or converted to curves/outlines. High resolution JPEGs (300 dpi at 100%) are also acceptable. Quark, MSWord, PowerPoint, and Microsoft Publisher files are **NOT** accepted. Camera ready advertisements may be submitted as prints for scanning, see "Scans" below.

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 cancellations after the ad deadline for any month's publication. Individual ads canceled/postponed prior to the monthly ad deadline will be credited to the end of the advertiser's placement contract. No cash refunds for advertiser cancellations. Any canceled/incomplete contracts will be invoiced for the contract balance and due on receipt.

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

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

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

Inserts: Advertiser must provide 850 copies. Maximum size: 8.5"x11". No folded pieces or booklets without prior approval. Inserts not mailed.

Nonprofit Rate: 50% discount off the "1 month" rate for qualified 501(c)3 nonprofit organizations. No additional multiple month discount.

Payment: All advertising must be paid in full, in advance. Multiple month ad contracts will be billed and due quarterly. *All payments should be made payable to "Society for the Preservation of Historic Oakwood" or "S.P.H.O."*

Political Ads: No political advertising will be accepted.

Position: All ads placed ROP (run of press) unless contracted otherwise. Premium position ads are available on an ANNUAL contract basis only: one 1/8 page ad on the back cover and two 1/3 page ads inside the front cover on page 3.

Scans: A scanning charge of \$25 will be invoiced by The Oakwood News' design agency and will be due prior to publication.

ADDITIONAL ADVERTISEMENT POLICY

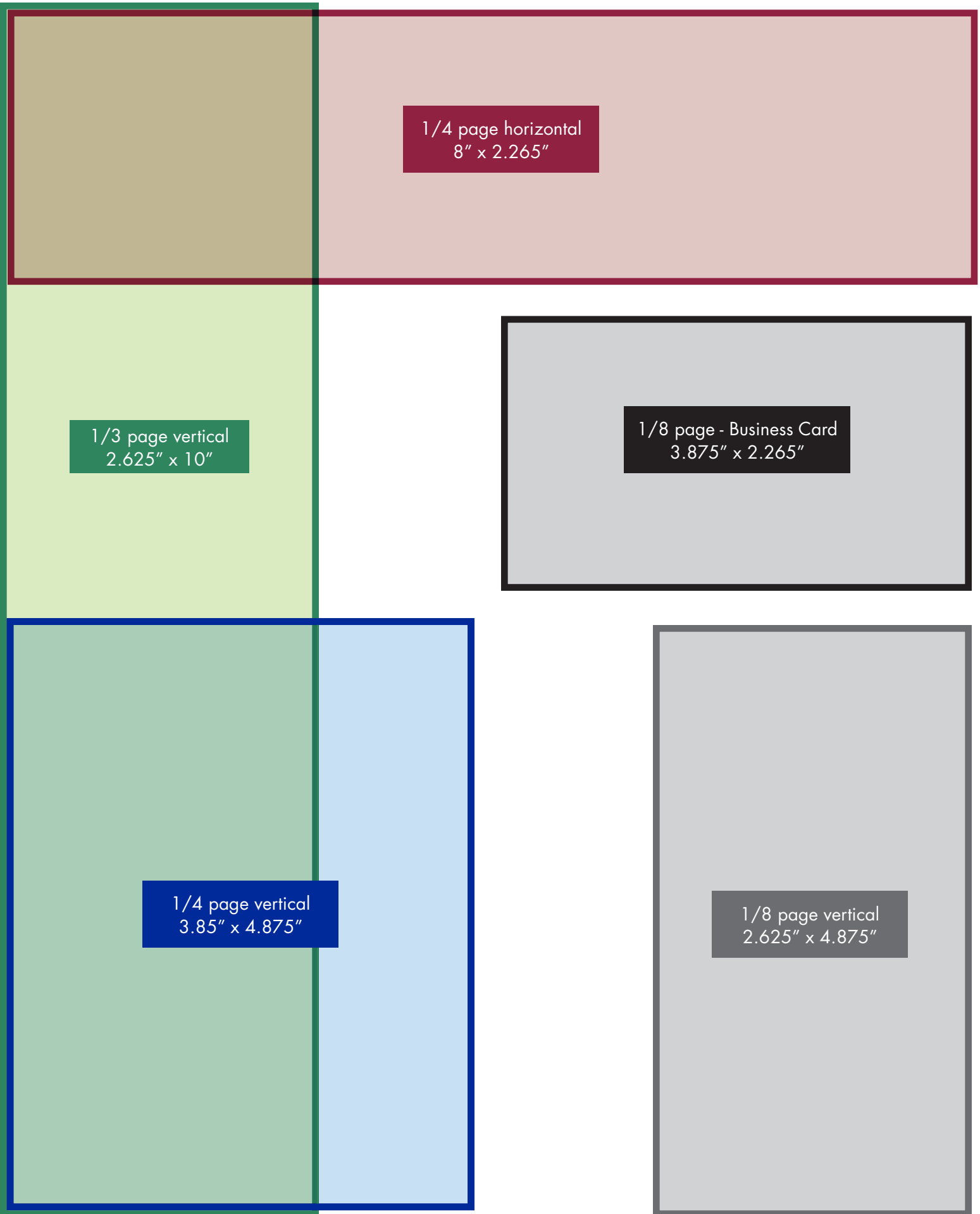
- Rates and conditions subject to change without notice. Advertiser's rates guaranteed for duration of executed advertising contract. Any canceled/incomplete contracts will be invoiced for the contract balance and due on receipt.
- Advertising designed to resemble editorial matter will be marked "Advertisement."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

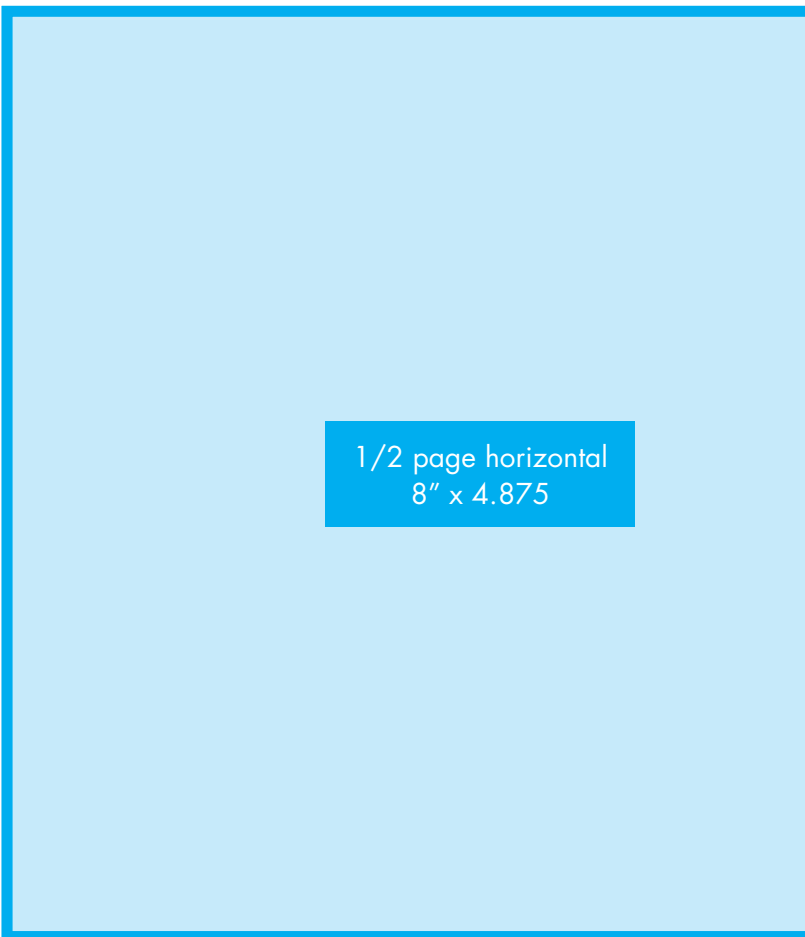
Newsletter Advertising Contact:

Rex Michael, Cybergraph Advertising, Inc.
333 Elm Street, Raleigh NC 27604
newsletter@HistoricOakwood.org · 919-834-2725

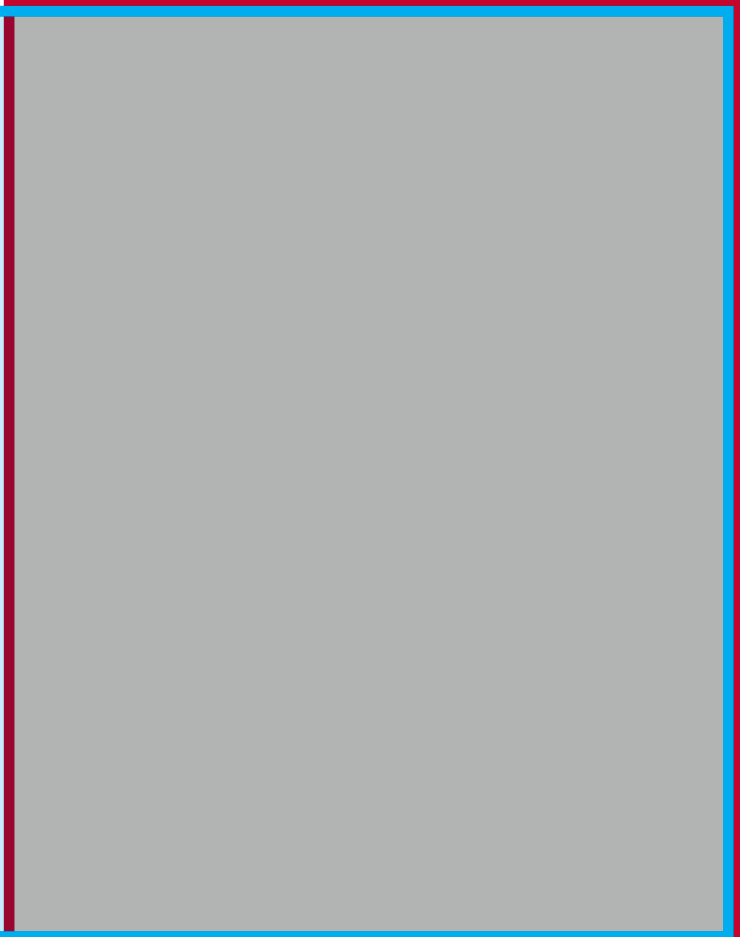


Effective: 01/01/2023

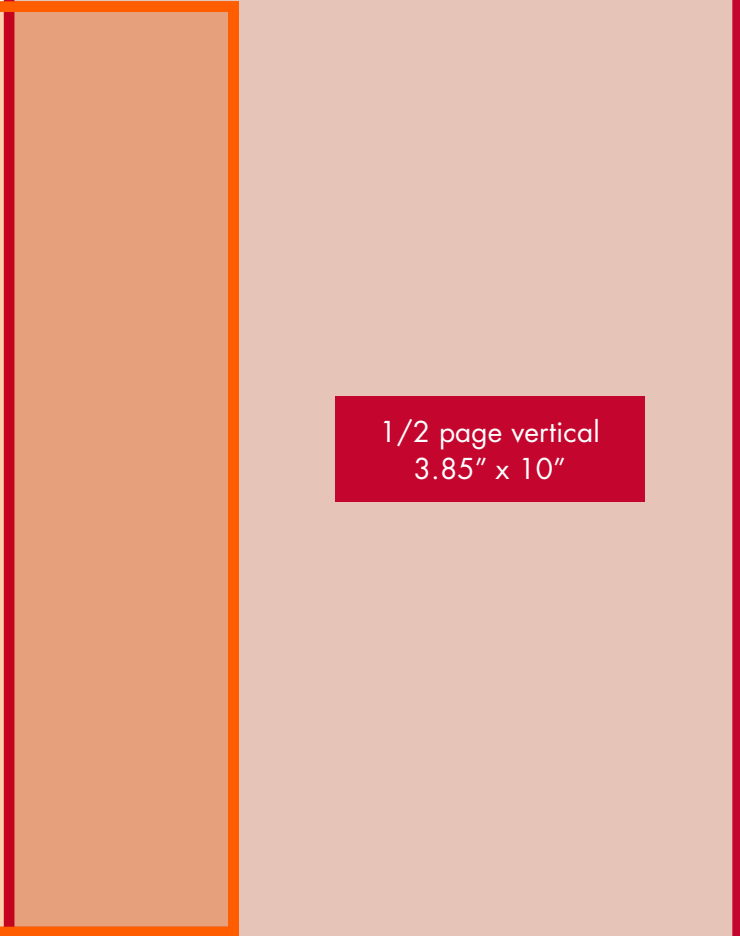




1/2 page horizontal
8" x 4.875



1/3 page horizontal
5.375" x 4.875"



1/2 page vertical
3.85" x 10"

STANDARD 3 COLUMN LAYOUT SAMPLE

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