



Cities & Villages 2019

Published 6 times a year by the OML
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GENERAL ADVERTISING RATES

Frequency Page Rates: Cost per insertion rate based on number of insertions in a 12-month period

	1 insertion	6 insertions
Full Page	\$1291	\$1144
1/2 Page	682	617
1/4 Page	404	362

All ads print 4 color -

Four color: \$500 (add to above

B & W prices for each ad, each issue)

Professional ad \$468 (total for 6 issues)

(Advance total annual payment required for professional ads)

Publication Trim Size: 8.25" x 10.75" (all ads print 4 color)

AD SIZE SPECIFICATIONS:

Full Page: 8.25" x 10.75" – **add 1/8" all sides for bleed.**

Hold live area of ad to at least 3/8" each side from trim size.

Half Page (Vertical): 4.125" x 10.75" – **add 1/8" all sides for bleed.** Hold live area to at least 3/8" each side from ad size.

Half Page (Horizontal): 8.25" x 5" – **add 1/8" all sides for bleed.** Hold live area to at least 3/8" each side from ad size.

Quarter Page (Vertical): 3.375" x 4.5" – **no bleed available**

Professional Card Ads: 3.375" x 1.125" – **no bleed available.**

MECHANICAL REQUIREMENTS:

File Formats: PDF/X-1A preferred; Photoshop or ai.eps files accepted.

Bleeds: 1/8 inch for all sides. Hold live area to at least 3/8 inch from ad size.

Images: CMYK or Grayscale in TIFF, EPS or JPEG format. Scanned images must be 300 dpi or more. No RGB or Index mode images. No JPEG encoded eps files.

Color: Convert Spot/PMS colors to CMYK.

CLOSING DATES

Cities & Villages is published electronically six times per year. We also print hard copies for each issue.

January/February, March/April, May/June, July/August, September/October, November/December

Each issue will appear on the OML website the first week of the second month of publication.

Closing Date for Advertising Orders: First day of the first month of each publication date (e.g. Jan. 1 for January/February issue)

Closing Date for Ads: 7 Days after the closing date for Advertising Orders