



# 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*	\$210	\$190	\$180	\$160
1/3 Page	6*	\$280	\$260	\$250	\$220
1/2 Page	4	\$325	\$300	\$280	\$260
Full Page	2	\$500	\$450	\$425	\$400
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 1/8 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)
1/4 Page Vertical:	2.625"W x 10"H	1/3 Page Horizontal:	5.375"W x 4.875"H
1/3 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](mailto: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 15<sup>th</sup> 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 1/8 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

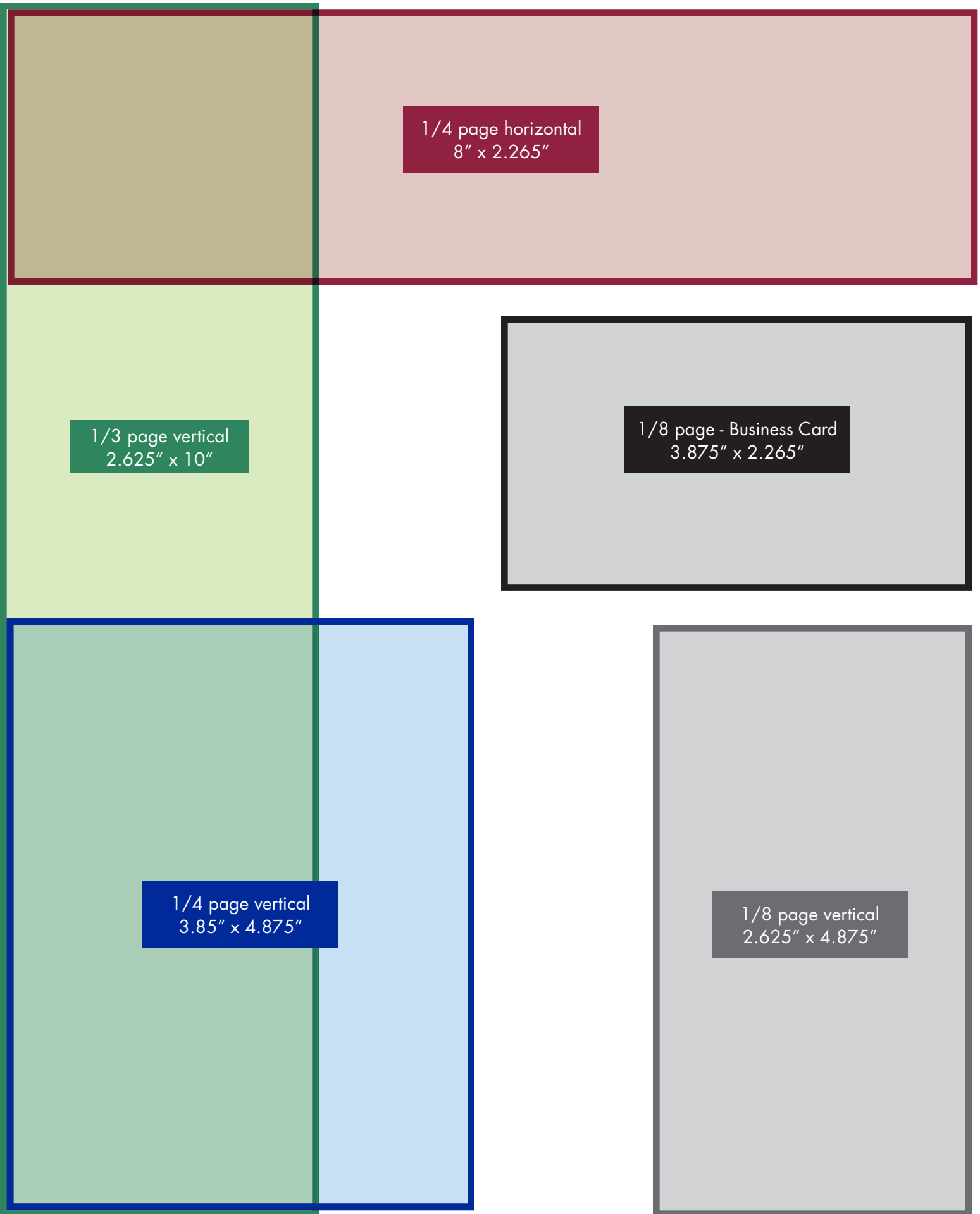
- Rates and conditions subject to change without notice. Advertiser's rates guaranteed for duration of executed advertising contract. Any canceled/incomplete contracts will be invoiced for the contract balance and due on receipt.
- Advertising designed to resemble editorial matter will be marked "Advertisement."
- 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.

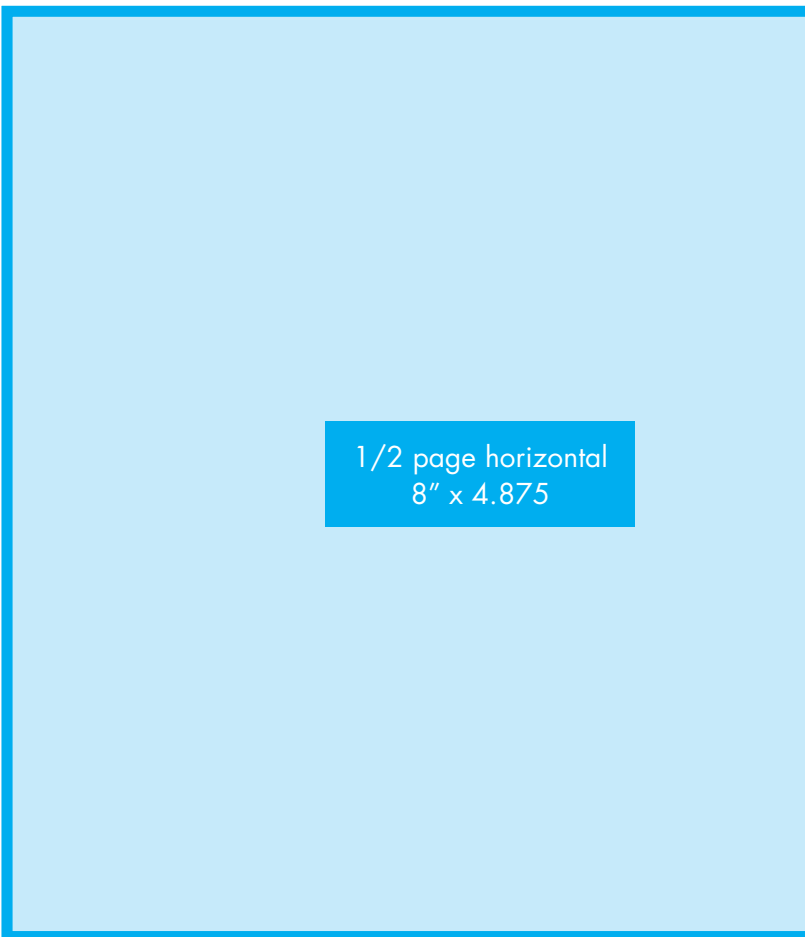
#### Newsletter Advertising Contact:

Rex Michael, Cybergraph Advertising, Inc.  
333 Elm Street, Raleigh NC 27604  
[newsletter@HistoricOakwood.org](mailto:newsletter@HistoricOakwood.org) · 919-834-2725

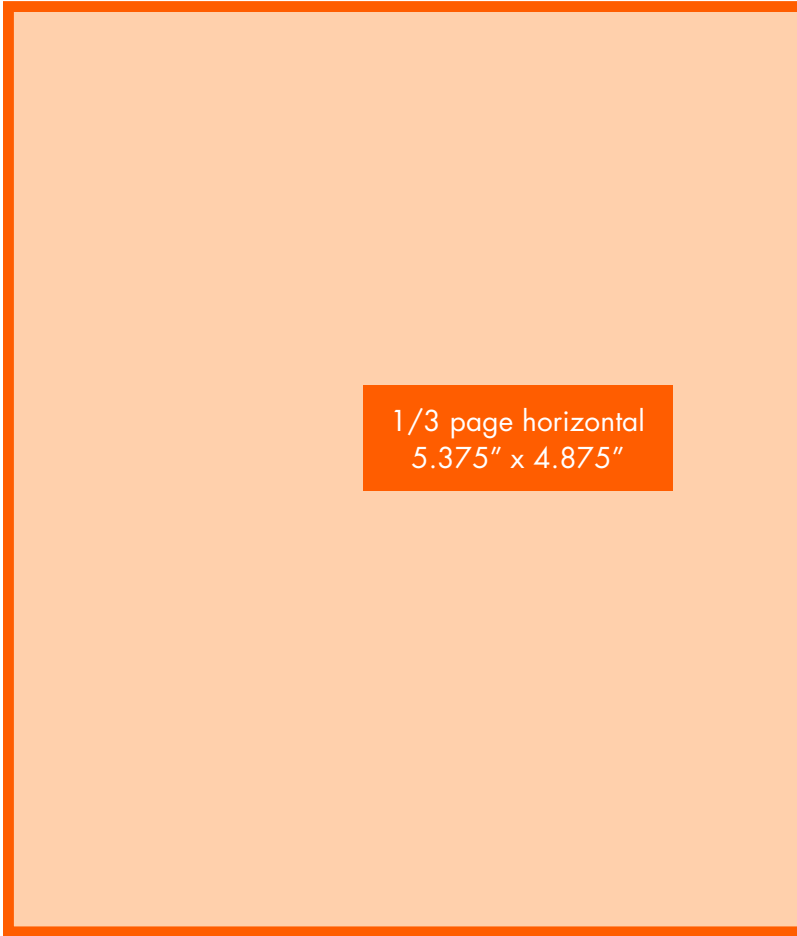
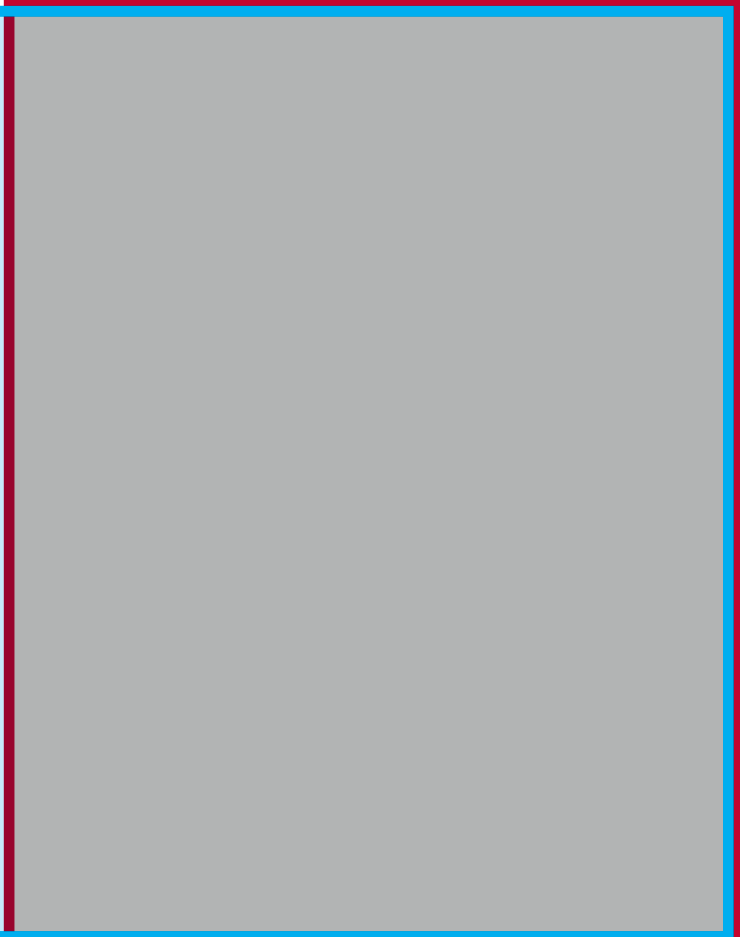


Effective: 01/01/2021

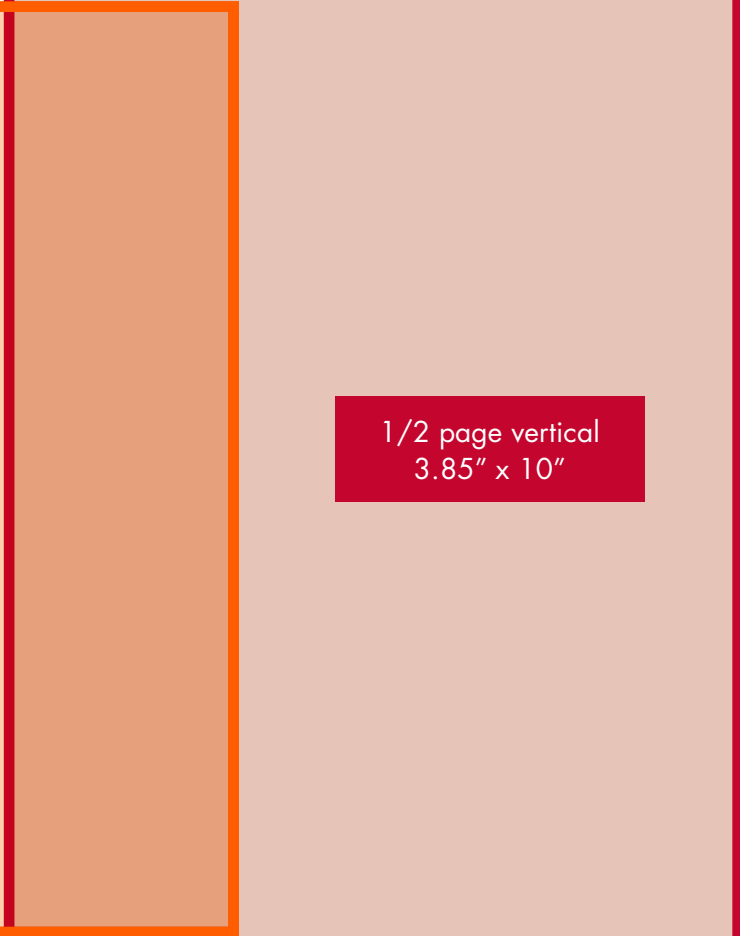




1/2 page horizontal  
8" x 4.875



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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