



Advertising Rates

GENERAL ADVERTISING INFORMATION

■ Rates:

Size	Rate	Color
Full Page	\$1250	BW
1/2 Page	\$ 800	BW
1/3 Page	\$ 650	BW
1/4 Page	\$ 500	BW
1/6 Page	\$ 300	BW
Business Card	\$ 150	BW
2 Page Spread	\$2250	BW
Full Back Cover	\$1500	Full Color
Full Inside Front/Back Cover	\$1500	Full Color

■ **Color Availability:** Ads on the front cover inside, back cover inside, and back cover outside are full color. All other ads are black and white.

■ Standard Advertising Unit Sizes:

Full Page	8.5 x 11 in.
1/2 Page Vertical	3.75 x 9.75 in.
1/2 Page Horizontal	7.5 x 5.375 in.
1/3 Page Vertical	2.5 x 9.75 in.
1/3 Page Horizontal	7.5 x 3.25 in.
1/4 Page Vertical	3.75 x 4.875 in.
1/4 Page Horizontal	7.5 x 2.4375 in.
1/6 Page Vertical	2.5 x 4.8575 in.
1/6 Page Horizontal	3.75 x 3.25 in.
Business Card Page Vertical	2 x 3.5 in.
Business Card Page Horizontal	3.5 x 2 in.

MECHANICAL DATA

- **Trim Size:** 8.5 x 11 in.
- **Method of Printing:** Offset. Allow 1.25 in. per bleed side.
- **Type of binding:** 2 Staple Saddle Stich.
- **Paper Stock:** 60 pound gloss enamel.
- **Production Information:** The magazine is produced on PC computers with Adobe PageMaker 7.0. Provide high quality BMP, Photoshop, or PageMaker files for the best results. Print resolution 300 dpi for halftones and 1800 dpi for line art.

CONTACT INFORMATION

For questions or to request a contract, please contact:
 Ian Smith, Marketing Manager
 smith.5010@osu.edu
 subject: OSE Advertising
 osemagazine.org.ohio-state.edu

ISSUE AND CLOSING DATES

Published three times a year in the Autumn, Winter, and Spring Quarters.

■ **Issue Mailing:** One week before each quarter begins.

■ Closing Dates for Advertising Orders:

Autumn Issue: April 15th
 Winter Issue: October 15th
 Spring Issue: February 15th

■ Closing Dates for Submission of Advertising Materials:

Autumn Issue: May 1st
 Winter Issue: November 1st
 Spring Issue March 1st

SUBMISSION OF MATERIALS

■ **Electronically:** Send to osemag@gmail.com with subject "OSE Advertising". For best results, ads should be submitted in high-quality (at least 300 dpi) BMP, Adobe Photoshop, or PageMaker file format.

■ By Mail:

OSE Advertising c/o Ed McCaul
 122 Hitchcock Hall
 2070 Neil Avenue
 Columbus OH 43210

GENERAL REGULATIONS

- Payment expected 30 days after receipt of invoice.
- Advertising content subject to approval of publisher.