



2010 Rate Schedule

Established in 1930, the *Oklahoma D.O.* is the official publication of the Oklahoma Osteopathic Association.

Publication Information

PUBLISHER
Oklahoma Osteopathic Association
4848 North Lincoln Boulevard
Oklahoma City, OK 73105-3335
oaa@okosteo.org

405.528.4848 or 800.522.8379

Fax: 405.528.6102

Editor: Lynette C. McLain.....lynette@okosteo.org
Associate Editor & Advertising: Julie Gaines.....julie@okosteo.org

ISSUANCE

9 issues per year (January, February, March, April (annual convention preview), May/June (post convention pictorial issue), July/August, October, November, and December.

EDITORIAL CONTENT

The Oklahoma D.O. provides current osteopathic news and events, special articles on organizational news and activities, and economics of practice.

CIRCULATION

The circulation of the Oklahoma D.O. is over 2,400 and includes 1,600+ Oklahoma osteopathic physicians, spouses, hospitals, students, residents, interns, government offices, and major pharmaceutical companies. The Oklahoma D.O. provides advertisers an excellent vehicle for reaching their target audiences.

Advertising Policies

CLOSING DATES FOR RESERVING SPACE
15th day of month preceding the month of issue.

COMMISSION AND TERMS
15% to recognized agencies. Net 30 days.

MAIL DATE/CLASS
Mailed during the month of issue presorted standard.

ADVERTISING APPROVAL
All advertising and editorial matter is subject to approval by the Oklahoma D.O. editorial staff, which is appointed annually by the Board of Trustees of the Oklahoma Osteopathic Association.

Reproduction Requirements

Ads are required in TIF or JPEG format with a minimum DPI of 300. Super quality PDFs are acceptable. Please e-mail ads to julie@okosteo.org.

Design/Layout Fees

Ad copy and/or TIF or JPEG logos provided by advertiser with layout and design by the OOA staff will incur the following additional charges:

Full Page \$75
Half Page \$50
Quarter Page \$25

Publication Specifications

Paper Stock 80 lb. Enamel Text
Binding Two Wire Saddle Stitched

Trim Size 8 1/2 x 11
Bleed Size 8 5/8 x 1 1/4

Unit Sizes
Full Page 7 3/8 x 9 3/4
Half Page (Horizontal) 7 3/8 x 4 3/4 (Vertical) 3 1/2 x 9 3/4
Quarter Page 3 1/2 x 4 3/4

Multiple Space Rate Plans

(All Oklahoma D.O. rates apply to color or B&W advertisements.)

*A non-cancellable agreement will reserve ad space for the (5) and (9) issue rate plans.

Oklahoma D.O. Journals

Per Issue Cost:	(1) Issue	(5) Issues*	(9) Issues*
Full Page	\$475	\$325	\$275
Half Page	\$325	\$275	\$200
Quarter Page	\$250	\$175	\$150

Preferred Position Rates

Preferred positions are limited to full pages only and must be contracted for (9) issues. A non-cancellable contract will be issued. (Please call to check for space availability.)

Inside Front Cover	\$1,600
Inside Back Cover	\$1,400
Back Cover	\$1,800

Special Publications

Special Publications (not included in above (5) and (9) Issue rates)

A non-cancellable agreement will reserve ad space for the 2010 OOA Convention Program and/or the 2010-2011 OOA Annual Directory.

OOA Convention Program (This is a 4-color issue/same rates as Oklahoma D.O. Journals.)

Published for use at Annual Convention (May 6 - 9, 2010).

OOA 2010-2011 Annual Directory (This is a black & white publication with color covers.)

Published annually in September of each year.

Full Page	\$475
Half Page	\$325
Quarter Page	\$250

Preferred Position Rates for Special Publications

Preferred positions are limited to full pages only. A non-cancellable agreement is required. Call to check for space availability.

Inside Front Cover	\$1,600 (4-color)
Inside Back Cover	\$1,400 (4-color)
Back Cover	\$1,800 (4-color)

Inquiries, Etc.

All advertising inquiries, agreements, insertion orders, digital files, etc. should be directed to the attention of:

Julie Gaines, Oklahoma D.O.
4848 North Lincoln Boulevard
Oklahoma City, OK 73105-3335

405.528.4848 800.522.8379 or cell: 405.640.7758

Fax: 405.528.6102

E-mail: julie@okosteo.org

*The mission of the
OKLAHOMA OSTEOPATHIC ASSOCIATION
is to advocate for the osteopathic
profession and promote the
health and well being of all
Oklahomans.*

