



## Cities & Villages 2021

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
<b>Full Page</b>	\$1291	\$1144
<b>1/2 Page</b>	682	617
<b>1/4 Page</b>	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