

2015 MEDIA KIT



it's all about you...

In Norman, there is no other local publication that showcases our community's outstanding quality of life better than Norman magazine.

Norman magazine is about local people you know or want to know. It's about local places you've visited and places you want to visit. It's about local events you attended and upcoming happenings you do not want to miss. It's all about you, family, friends, neighbors and what makes living in this community so great, plus much more.

Norman magazine's staff strives to deliver intriguing and informative content in a stylish manner for professionals, parents, grandparents, students and everyone who reads one of its 6,500-plus copies.



We invite your company or organization to join the long list of successful businesses on the pages of Norman magazine to let your customers - current and future - know all about you...

DISTRIBUTION

Norman magazine prints 6,500 copies per issue and is distributed throughout Cleveland County. Approximately 2,000 copies are inserted into The Norman Transcript. The remaining copies are made available in racks around Cleveland County.

RACK LOCATIONS:

Michaelangelo's Wine & Coffee bar

Norman Chamber of Commerce

Norman Library - all campuses
NCVB

La Baguette - both locations

Interurban

Legends

Cleveland County YMCA

Ozzie's Diner

Norman Regional - all campuses

Mitchell's Jewelry

Embassy Suites

Valliance Bank

OU Visitor Center

O'Connell's Irish Pub & Grille

Joe's Place

Thunderbird Liquor

Spirit Shop

Health Club

Showplace Market - Moore

Alfredo's Mexican Restaurant

- Moore

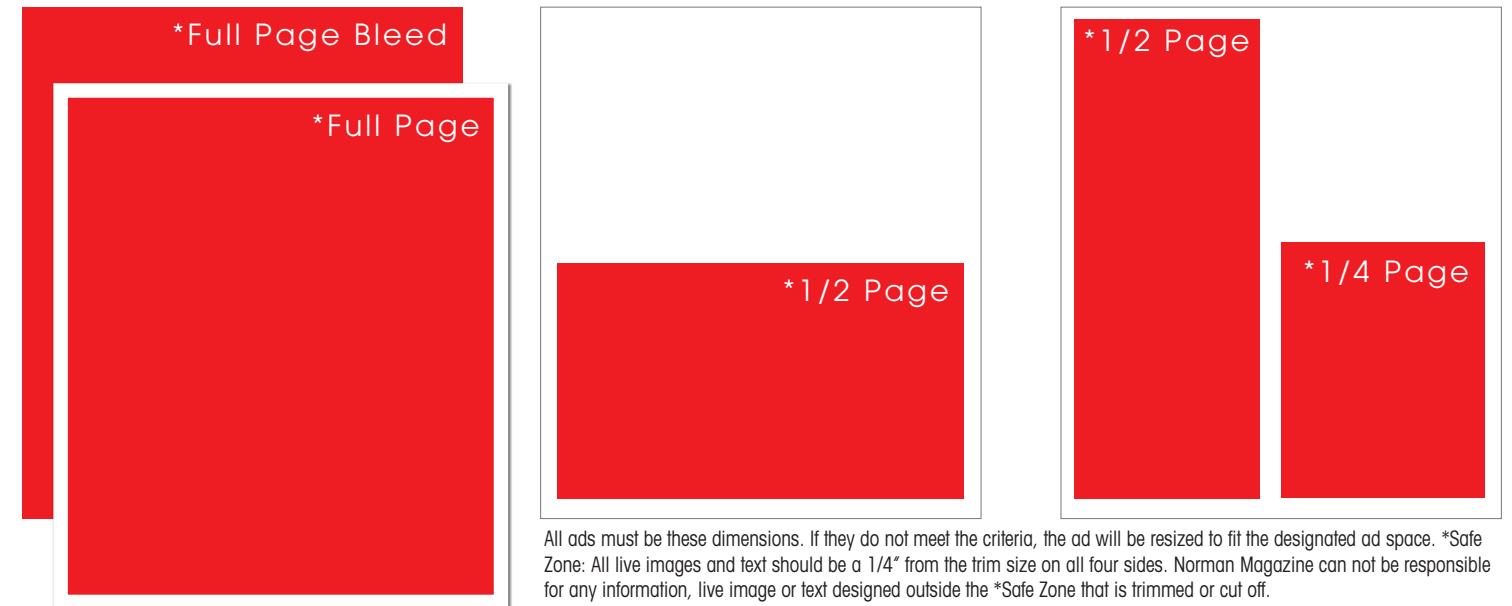
First State Bank - Noble

If you're interested in being a distribution site for Norman magazine, please call 405-366-3554.

SPECIFICATION REQUIREMENTS

AD RATES INCLUDE FULL COLOR
300 DPI • PDF, EPS, TIFF, JPEG IMAGES, LOGOS AND CAMERA READY ADS

*size visuals



All ads must be these dimensions. If they do not meet the criteria, the ad will be resized to fit the designated ad space. *Safe Zone: All live images and text should be a 1/4" from the trim size on all four sides. Norman Magazine can not be responsible for any information, live image or text designed outside the *Safe Zone that is trimmed or cut off.

Full Page
Half Page
Quarter Page

8.75" x 11.25 w/ bleed
7.75" x 5" Horizontal
3.75" x 5"

7.75" x 10.25 no bleed
3.75" x 10.25 Vertical

FORMATS

Norman magazine accepts PDF, EPS or TIFF file formats. When submitting a PDF, please be sure that all images are CMYK, and to embed all fonts. Not embedding all fonts or having RGB images could result in undesirable printing problems. Make sure PDF is compatible with Acrobat 9. If submitting an EPS file, please convert all text to outlines. All files must be CMYK.

TYPOGRAPHY

All text should be typed no smaller than 8 pts. If using Adobe Illustrator, please convert all text to outlines before distilling to a PDF or saving as an EPS. Black text should be 100% and not processed black.

COLOR

All color ads should be submitted in CMYK format.

LOGOS, LINE ART AND PHOTOGRAPHS

Logos and line art should be 300 dpi or higher resolution if submitted digitally. If hard copy material is submitted for our artists to scan, the bigger the better.

ADVERTISING OPPORTUNITIES

PREMIUM POSITION	12X	6X	3X	1X
Full Pg. Back Cover	\$750	\$1,105	\$1,265	\$1,595
Full Pg. Inside Front Cover	\$600	\$855	\$1,000	\$1,225
Full Pg. Inside Back Cover	\$550	\$805	\$955	\$1,145
Full Page	\$500	\$725	\$825	\$1,025
Half Page	\$350	\$455	\$525	\$645
Quarter Page	\$250	\$305	\$325	\$395

For Guaranteed Placement add 25%

2015 PUBLISH & SPACE RESERVATION

ISSUE	THEME	PUBLISHES	SALES DEADLINE
OCTOBER	Fall & Football	Friday, Oct 9th	Friday, Sept 4th
NOVEMBER	Holiday	Friday, Nov 6th	Friday, Oct 2nd
DECEMBER	Sweet 2016 Preview	Friday, Dec 11th	Friday, Nov 6th