

Advertising in the OEA Focus

Terms and Conditions: The OEA reserves the right to reject and/or cancel any and all advertisements at any time. Neither the advertising agency nor advertiser may cancel orders for advertising after the closing dates. Cancellations prior to the closing date must be in writing.

The OEA will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in this rate card. Any insertion of advertising made by the agency and/or advertiser represents an acceptance of all of the terms and conditions of the rate card. Position stipulations on insertion orders will be regarded as requests only.

The OEA reserves the right to schedule changes as necessary and shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the OEA is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the OEA's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the OEA Focus on Members magazine, its officer, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

The publisher reserves the right to exclude advertising which does not meet the publication's standards. The publisher further reserves the right to reject or omit any advertising for any reason at any time without liability even though the advertising was previously acknowledged or accepted. Classified advertising will not be accepted, nor will advertisements for alcoholic beverages, tobacco products or programs and services which compete with those of OEA/NEA.



*An affiliate of the
National Education Association*

OKLAHOMA EDUCATION ASSOCIATION

323 East Madison, Oklahoma City, OK 73105

P.O. Box 18485, Oklahoma City, OK 73154

405/528-7785 or 800/522-8091

FAX: 405/524-0350

www.okea.org



Oklahoma Education Association



Mechanical Requirements for OEA's Focus

The Education Focus is the official, all-member publication of the Oklahoma Education Association. The publication is mailed to members who are active teachers, support professionals, administrators, and college students who are members of Student OEA.

Trim Size: 8 3/8" x 10 7/8"

Frequency: Seven times a year (see publication schedule on next page).

Average circulation: 20,000 (approximately).

Advertising Payment: New advertisers, paid in full, pre-press. Full payment due upon receipt of bill with established advertisers. Tear sheet furnished with billing.

Camera-Ready Material: Advertisers are encouraged to email the ad or provide it on computer disk. The Education Focus is built in InDesign CS5 for the PC. Ads sent as a **PDF with all embedded fonts and graphics is preferred.**

Please be careful to provide the ad in the size it will run. Full-page bleeds are available, but need an extra 1/4-inch border on all sides.

Color on ads must be built in CMYK (not RGB).

All artwork should be 300 dpi (150 line screen).

Printing method: Heatset web press

For more information, contact

Maureen Peters at mpeters@okea.org or Doug Folks at dfolks@okea.org, or reach them at the address or phone numbers listed below.



Oklahoma Education Association
PO Box 18485
Oklahoma City, OK 73154
800/522-8091 • 405/528-7785

Focus Advertising Rates

Ad Size and Color	1x	3x*	4-7*
Full Page (44.5 picas x 60 picas) (Full bleed ads: 53.5 picas x 64 picas)			
Full color	\$2,500	\$2,000	\$1,600
Two color or Black and White	\$1,500	\$1,200	\$960
One-half Page (44.5 picas x 30 picas or 21.5 picas x 60 picas)			
Full Color	\$1,250	\$1,000	\$800
Two color or Black and White	\$750	\$600	\$480
Quarter Page (21.5 picas x 30 picas)			
Full Color	\$650	\$520	\$416
Two color or Black and White	\$400	\$320	\$256
Eighth Page (21.5 picas x 15 picas)			
Full Color	\$400	\$320	\$256
Two color or Black and White	\$325	\$260	\$208

* – Discounts apply for running the same add in consecutive issues

Advertising is limited to no more than 25 percent of any single issue.

2013-14 Publication Schedule & Deadlines

Issue	Reserve By	Art Due	Mail Date
June-July 13	May 6	June 4	June 18
August-September 13	June 10	July 11	July 31
October-November 14	Aug. 12	Sept. 16	Sept. 27
December-January 13-14	Oct. 21	Nov. 25	Dec. 11
February 14	Dec. 3	Jan. 17	Jan. 31
March 14	Jan. 14	Feb. 14	Feb. 28
April-May 14	March 11	April 11	April 25
June-July 14	May 6	June 4	June 18

Special themes include

- Benefits of Membership issue, August-September
- Legislative Session preview, February
- Read Across America/SOEA Outreach to Teach/OEA Awards, April-May
- Legislative Wrap Up, June/July