

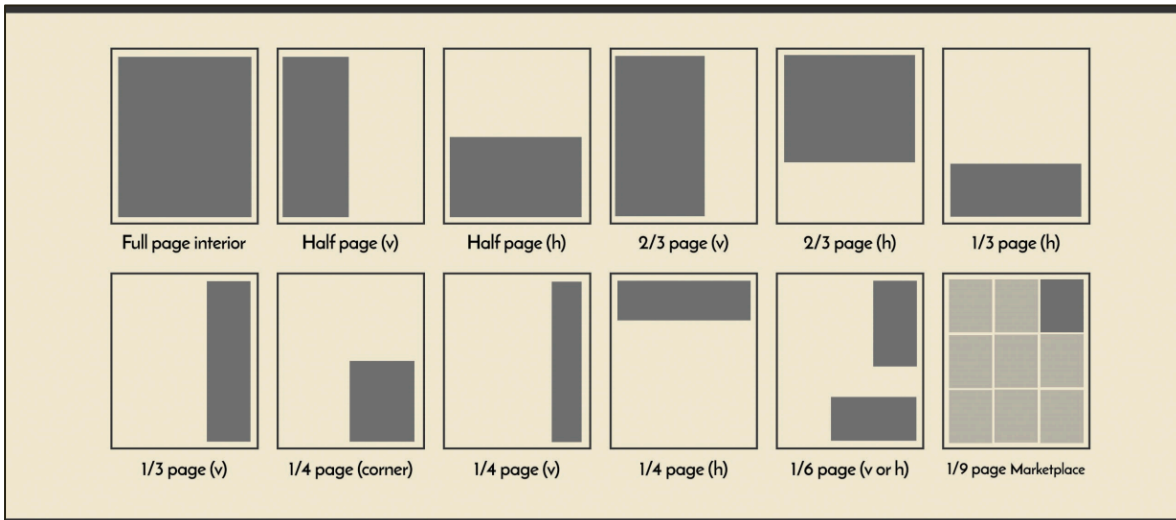
## 2017-2018 Magazine Ad Rates

*(valid on new purchases made before August 3, 2018)*

Ad Size	Single Issue	2 Issues (each)	3 Issues (each)	4 Issues (each)
<b>Full-Page</b>	\$600	\$570	\$549	\$525
<b>2/3</b>	\$450	\$428	\$410	\$393
<b>1/2</b>	\$357	\$339	\$327	\$315
<b>1/3</b>	\$247	\$235	\$226	\$218
<b>1/4</b>	\$192	\$182	\$175	\$168
<b>1/6</b>	\$133	\$126	\$122	\$118
<b>1/9</b>	\$93	\$88	\$85	\$82

### Incentives:

- (1) Pay upon order: 3.5% discount
- (2) For every \$150 in magazine ads, receive \$25 in digital ad credit. Digital advertisement information can be found at [www.oshkoshindependent.com/advertise](http://www.oshkoshindependent.com/advertise)
- (3) For each full-page ad purchase, receive a free E-Newsletter Sponsorship advertisement
- (4) Magazine advertisers receive 15% off digital ad purchases for 3 months from ad date



*\*Rates based upon ads supplied by advertiser. OI will provide 20 minutes of no-charge design service per purchased ad, with additional time charged at \$15.00 per 30 minutes. Digital ad purchases valid at [www.oshkoshindependent.com](http://www.oshkoshindependent.com) and [www.oshkoshmusic.org](http://www.oshkoshmusic.org).*



## 2018 Magazine Ad Sizes

Full page 7.7" x 10.2"

Two thirds page vertical: 5.08" x 10.2"

Two thirds page horizontal: 7.7" x 6.75"

Half page horizontal: 7.7" x 5"

Half page vertical: 3.75" x 10.2"

Third page horizontal: 7.7" x 3.26"

Third page vertical: 2.43" x 10.2"

Quarter page corner: 3.75" x 5"

Quarter page horizontal: 7.7" x 2.4"

Quarter page vertical: 1.775" x 10.2"

One sixth vertical: 2.43" x 5"

One sixth corner: 3.75" x 3.26"

One ninth marketplace: 2.44" x 3.27"

Recommended .125" bleed if available