

new oxford review

1069 Kains Avenue • Berkeley CA 94706-2260
Phone: 510-558-0684 (Pacific Time Zone) • Fax: 510-526-3492
E-mail: pietervee@newoxfordreview.org

ADVERTISING RATES: Effective September 1, 2007

<u>Size</u>	<u>Price</u>	<u>Width x Depth</u> (please observe exact dimensions)
Full page	\$690	7 1/4" x 9 1/2"
2/3 page	\$610	4 3/4" x 9 1/2" or 7 1/4" x 6 1/8"
1/2 page	\$490	3 3/8" x 9 1/2" or 4 3/4" x 7 1/8" or 7 1/4" x 4 3/4"
1/3 page	\$380	2 1/4" x 9 1/2" or 3 3/8" x 6 1/4" or 4 3/4" x 4 3/4"
1/4 page	\$310	3 3/8" x 4 3/4" or 4 3/4" x 3 1/2" or 7 1/4" x 2 3/8"
1/6 page	\$260	2 1/4" x 4 3/4" or 3 3/8" x 3 1/8"
1/32 page	\$125	2 1/4" x 1"

10% discount allowed for book & periodical publishers, book clubs, institutions of higher learning, & ads for vocations. 15% to all recognized ad agencies. (No 2% cash discount.)

MECHANICAL REQUIREMENTS:

- Black-and-white ads only (grey-scaled images OK); no color ads
- Ads must be complete when submitted (advertiser will be billed for extra work required)

FORMATS:

1. Electronic:
 - Adobe Acrobat PDFs preferred; other formats acceptable
 - Embed all fonts
 - Hi-resolution graphics only (300 dpi min.)
 - Electronic ads must be accompanied by a physical proof (faxes OK)
2. Hard Copy:
 - Positives (one piece, black-on-white, camera-ready copy)
 - Film negatives (one piece, emulsion side down)
 - Hard-copy ads will be charged an additional \$50 digital-outputting fee

DEADLINE FOR RECEIPT OF AD COPY:

- For electronic copy: the 20th of the second month preceding date of issue (July-Aug. issue counts as a July issue). Closing is the following Monday if 20th falls on a Sat. or Sun.
- For hard copy: the 10th of the second month preceding date of issue
- No cancellations or changes accepted after the 10th of the second month preceding date of issue.

RESERVATIONS: Space is limited and available on a first-come-first-serve basis. It is best to reserve space well in advance of the closing date. For online advertising inquires, use contact info above.

PAYMENT: Ads are billed upon publication of issue. All invoices must be paid within 30 days of billing date. Non-U.S. advertisers must make payment in U.S. dollars in advance.

ESTABLISHED: 1977

FREQUENCY: Monthly (except combined July-Aug. issue)

PAID CIRCULATION: 15,460

READERSHIP: 95% Catholic

- The NEW OXFORD REVIEW reserves the right to reject or cancel ads for any reason or without explanation.
- No classified ads accepted
- It is understood that, in consideration of the publication of ads, the advertiser and/or ad agency will fully indemnify and save the NEW OXFORD REVIEW harmless from and against any judgments, costs, expenses, or disbursements incurred by reason of claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, or any other claims or suits based on the contents or subject matter of such ads.
- The NEW OXFORD REVIEW reserves the right to hold the advertiser and/or ad agency jointly and severally liable for such monies as are due & payable to the NEW OXFORD REVIEW.