# edible OKC

OUR REGION  OUR STORIES OUR FOOD
SEASON BY SEASON

## *About us*

EdibleOKC connects readers to businesses through beautiful photography and impactful stories about people and brands in our food community. Consumers buy from businesses they connect with. Placing your brand in EdibleOKC helps build those connections.

## 1.13 MILLION ANNUAL REACH

420,000* PRINT REACH

714,000 DIGITAL REACH

*20,000 copies printed per issues. Each issue is shared with 3-4 people as determined by a readership survey of Edible Communities Inc.



## @EDIBLEOKC

| | FOLLOWERS | ANNUAL REACH | ANNUAL ENGAGEMENT |
|---|---|---|---|
| Instagram | 43K | 504K | 51K |
| Facebook | 7.5K | 199K | 42K |



## *Edible readers*

♀ 51%
♂ 49%

| 100K | 84% | 81% | 89% |
|---|---|---|---|
| Household Income | College Educated | Professionals, educators & entrepreneurs | Place premium on local, organic, or sustainable products |

advertising@edibleokc.com        @edibleokc        www.edibleokc.com

# PRINT RATES

| PREMIUM PLACEMENT | SIZE W X H | 1 ISSUE | 2-3 ISSUES | 6 ISSUES |
|---|---|---|---|---|
| *Back Cover* | 8.625" x 11.125" | $3,700 | $3,600 | $3,400 |
| *Inside Front or Back Cover, Opp. Letter from the Editor, or Table of Contents* | 8.625" x 11.125" | $3,300 | $3,200 | $3,000 |
| **INTERIOR PAGE ADS** | | | | |
| *Full Page* | 8.625" x 11.125" | $2,900 | $2,800 | $2,600 |
| *Half Page (horizontal)* | 7.625" x 4.75" | $1,600 | $1,500 | $1,300 |
| *Half Page (vertical)* | 3.75" x 9.75" | $1,600 | $1,500 | $1,300 |
| *Quarter Page (vertical)* | 3.75" x 4.75" | $950 | $850 | $775 |
| *Eighth Page (horizontal)* | 3.75" x 2.25" | $400 | $350 | $300 |

# DIGITAL RATES

| INSTAGRAM POST | NEWSLETTER SPONSORSHIP | FACEBOOK POST |
|---|---|---|
| **$350** | **$200** | **$250** |

| WEBSITE | SIZE (PIXELS) | 1 MONTH | 2+ MONTHS |
|---|---|---|---|
| *Leader Board* | 728p x 90p | $375 | $325 |
| *Footer Banner* | 728p x 90p | $325 | $275 |
| *Box* | 300p x 250p | $375 | $375 |

# AD CONTENT DEADLINE

| Issue | Due Date |
|---|---|
| *January | February* | *December 1st* |
| *March | April* | *February 1st* |
| *May | June* | *April 1st* |
| *July | August* | *June 1st* |
| *September | October* | *August 1st* |
| *November | December* | *October 1st* |



Full Page Printed Area
Full Page Bleed Area
1/4" Buffer Without Text for Full-Page Ads
1/2 HORIZONTAL

Standard Ad Sizes
1/8
1/4
1/2 VERTICAL
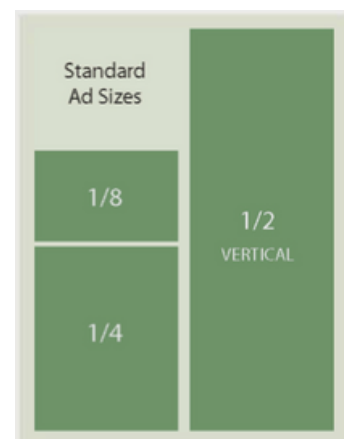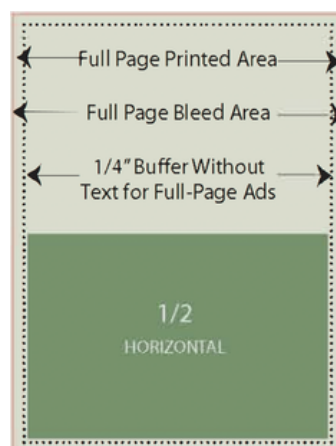
# FILE SPECIFICATIONS

*300+ DPI TIFF or highest quality JPG, EPS, or PDF file with fonts embedded or outlined. Please send correct dimensions and CMYK (not RGB). For full bleed ads: make sure no text is within 1/4 inch of the trim line.*