

# SPLURGE! OKC MAGAZINE

## 2017



### ABOUT INSPIRED KONCEPTS

Inspired Koncepts is a targeted media company that provides local positive and inspiring information to readers monthly in the Wichita and Oklahoma City metro areas. This strategically aligned organization delivers a targeted media solution for businesses through print publications, websites, event marketing and custom publishing.

### SPLURGE! MAGAZINE

SPLURGE! is the premier lifestyle, people and fashion magazine in Oklahoma City. It publishes on the first of every month. We distribute 25,000 copies to over 300 strategic locations throughout all of the Oklahoma City Metro area with a readership of 100,000 people. SPLURGE! primarily targets the female and reaches an educated and upscale audience. There is something for everyone in Splurge as we cover living, shopping, dining, playing and the home in Oklahoma City. SPLURGE! is committed to quality content and design and enjoys featuring local and positive information about the Oklahoma City community. Our 100-page magazine provides an excellent environment to serve our advertisers needs.

### ADDITIONAL OPPORTUNITIES

Inspired Koncepts also offers Custom Publishing services, opportunities to highlight your business or event on SPLURGEOKC.com and SPLURGE! OKC Facebook as well as providing turnkey event marketing for your upcoming event. Call today to take advantage of our unique resources, partnerships and expertise.

# SPLURGE! OKC MAGAZINE

## EDITORIAL CALENDAR 2017

### JANUARY

- Lives Well Lived
- Wedding Trends
- Get Moving

### FEBRUARY

- Go Red for Women
- Valentine Gift Guide
- Love is in the Air

### MARCH

- March Madness
- Gardening Guide
- Weather Awareness

### APRIL

- Spring Fashion
- Spring Essentials
- Autism Awareness

### MAY

- Summertime Fun
- Mother's Day Gift Guide
- Special Kids

### JUNE

- All About Him
- Summer Nights
- Father's Day Gift Guide

### JULY

- Trends In Higher Education
- Proud To Be An American
- A Spark of Kindness

### AUGUST

- Women In Business
- Trends In Primary and Secondary Education
- Staycations

### SEPTEMBER

- Fall Fashion
- Autumn & Art
- Dining from A-Z

### OCTOBER

- Ghost Hunters
- OCTO-BRRR!
- Coats For Kids

### NOVEMBER

- I Am Thankful
- Holiday Gift Guide – Part I
- Give Back

### DECEMBER

- Naughty or Nice
- Holiday Gift Guide—Part II
- Our Cover, Your Kid Winner



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## ADVERTISING RATES 2017

AD SIZE	MONTHLY RATE	SIX MONTH RATE	ANNUAL RATE
Back Cover	\$3,000	\$2,500	\$2,000
Inside Front	\$2,000	\$1,750	\$1,500
Inside Back	\$2,000	\$1,750	\$1,500
Full Page	\$1,500	\$1,375	\$1,250
2/3 Page	\$1,100	\$1,000	\$900
1/2 Page	\$900	\$750	\$675
1/3 Page	\$600	\$500	\$450
1/4 Page	\$500	\$400	\$375

### ISSUE MATERIALS DUE

February	Jan. 18
March	Feb. 15
April	Mar. 17
May	Apr. 17
June	May 15
July	June 19
August	July 17
September	Aug. 18
October	Sept. 18
November	Oct. 18
December	Nov. 15

**PARTNERSHIP CONTENT**  
Included in 6-month and annual agreements.

**FULL PAGE PLUS**  
Full page agreements include premium position rotation.

**LOCAL FACES SPONSORSHIP**  
Includes a banner ad on all published Local Faces.

**NON-PROFIT PACKAGE**  
Editorial feature, full page ad & Local Faces

All issues will be fully distributed by the 1st of every month.

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## ADVERTISING SPECIFICATIONS 2017

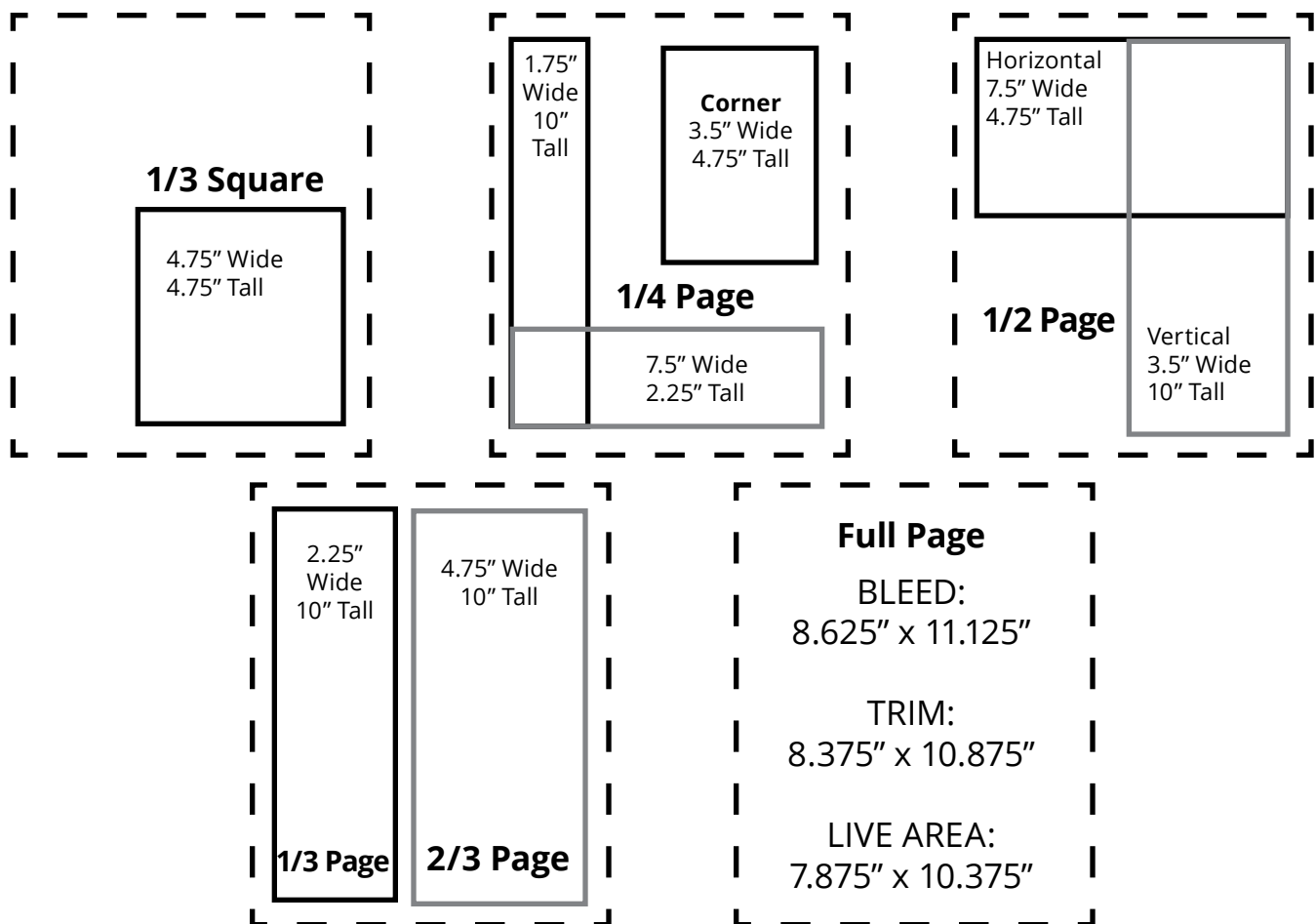
Whether ads are made by SPLURGE! or by our advertisers they must follow specifications to meet printing requirements. Any questions about ad specifications can be directed to our design/production staff at [splurgeokc@gmail.com](mailto:splurgeokc@gmail.com).

### SUBMITTED ADS/IMAGES

- All ads should have a minimum resolution of 300 dpi at final output size.
- All fonts should be converted to art/paths. Ads must be in CMYK color format.
- Ads will only be accepted in .pdf, .jpg, or .tif formats.
- For **full page ads**, all live content intended to print must be kept at least .25" inside trim size.

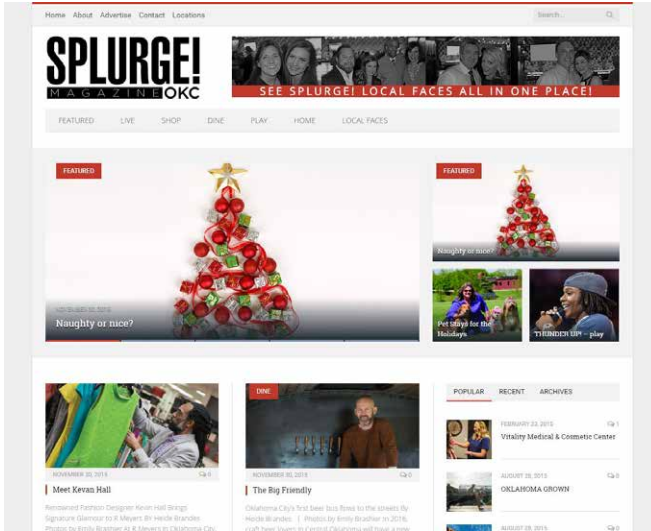
### MATERIALS FOR ADS/IMAGES

- All high-resolution images must be included. Accepted formats are .tiff and .jpg at 300 dpi of output size.
- Do not embed images in MS Word or any other files.
- When sending images via email, do not embed images in the email—please attach.
- Art and logos should be vector based files.



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## ADDITIONAL OPPORTUNITIES



### SPLURGEOKC.COM

Ask your account executive about opportunities to advertise and directly link to your website on our home page or on the Live, Shop, Dine, Play or Home channels. We also have premium sponsorships of high-traffic features such as Local Faces and Fashion.

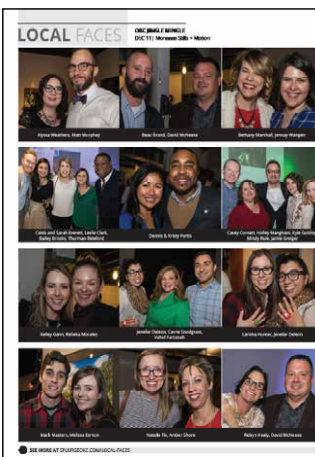


### SPLURGE! FACEBOOK FAN PAGE

Our Facebook fan page offers weekly posts, event information, event photos and video and much more for our partners.

### CUSTOM PUBLISHING

Because we have excellent designers, writers, photographers, printing relationships and publishing expertise we can offer a well-priced, customized solution to any of your publishing needs.



### EVENT MARKETING

We offer a customized, turnkey approach to your event through combining our food, beverage and venue partners along with strong promotion utilizing our advertising products and advertising partners.