

Olé Decor Magazine

Our Content

We take pride in showcasing every home, listing and business in the best possible light, whether through our rich, elegant photography, or through our informative and interesting editorial pieces. Our readers use Olé Decor as inspiration for building new homes and remodeling existing homes. Businesses and vendors that appear in our pages receive tremendous response.

Demographics

Our readers are comprised of all branches of the housing industry, from the lenders, to the builders, sellers, designers, and the buyers. This means the audience you are striving to reach are reading Ole Decor!



Circulation

Ole Decor can be found at fine restaurants, country clubs, boutiques, mortgage and title companies, model homes, aesthetic clinics, real estate agencies, home building supply and home decor centers across the entire Rio Grande Valley.

Ad Rates & Specs

Ad Size	TRIM	BLEED	LIVE
A Full Page	8.5 x 11	9 x 11.5	7.5 x 10
B Half Page (V)	3.48 x 9.76	No Bleed	2.97 x 9.2
C Half Page (H)	7.25 x 4.7	No Bleed	6.75 x 4.2
D Two Thirds (V)	3.6 x 9.76	No Bleed	3.2 x 9.2
E Two Thirds (H)	7.25 x 6.2	No Bleed	6.75 x 5.9
G Third (V)	2.4 x 9.76	No Bleed	2 x 9.2
H Third (H)	7.25 x 2.8	No Bleed	6.75 x 2.4

Front Cover & Inside Full Page.....	\$2700
Back Cover.....	\$2400
Double Page.....	\$2100
Inside Front Cover or Inside Back Cover.....	\$1800
Priority Pages.....	\$1500
(Pages 1,2 & 3, Masthead, Contents and Last)	
Full Page.....	\$1200
Two Thirds of a Page.....	\$900
Half Page.....	\$600
Third of a Page.....	\$400
Web Banner.....	\$300
Virtual Tour	\$300
Photo Usage License	\$500

*All sizes are width x height

(30,000 copies are printed per issue and a single rate will cover you for 2 whole months.)



Acceptable File Formats

Supplied Ads

CMYK PDF (Compatibility to Adobe Acrobat 4) created as PDF/X1-A, with high resolution images and all fonts embedded. Specifications and settings for PDF output can be downloaded here:
www.oledecor.com/advertising

*Two page spreads are to be supplied as single pages.
 All ads should be emailed to eddie@oledecor.com
officemanager@oledecor.com

Supplied Images

All images must be CMYK, TIFF/JPEG/ PDF FILE, 300 ppi
 Vector images must be CMYK, 300 ppi, all fonts must be converted to outlines.

In-House Design Policy

Ads

Advertisers whose ad layouts are designed in house by Olé Decor will receive 3 passes of proofs. Any further changes to artwork after this will be charged at \$45 per additional proofs.

Photoshop Editing

Advertisers whose supplied images for ad layouts require color correction or digital manipulation will be charged \$45 an hour if the time required to make the corrections exceeds one hour.



Eddie Reyes *Publisher*

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