

# Advertising & Media Guide

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OPPORTUNITY ZONE  
MAGAZINE

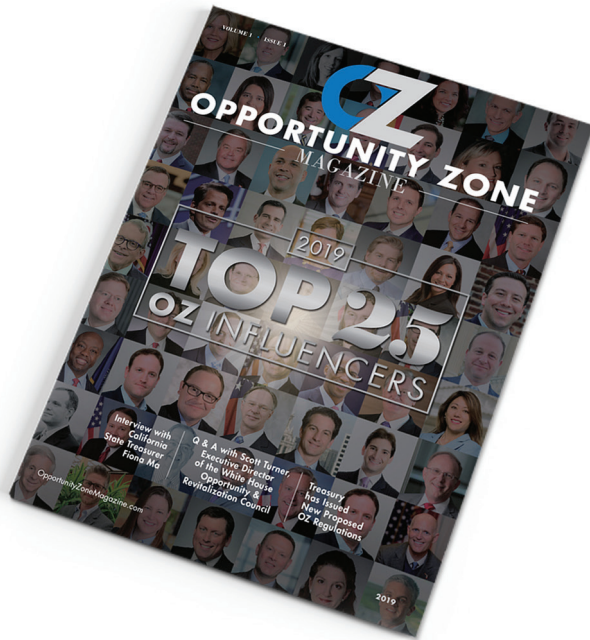
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An industry-leading trade publication  
dedicated to networking and strategies  
for Opportunity Zones.

[www.OZExpo.com](http://www.OZExpo.com)

**2020**

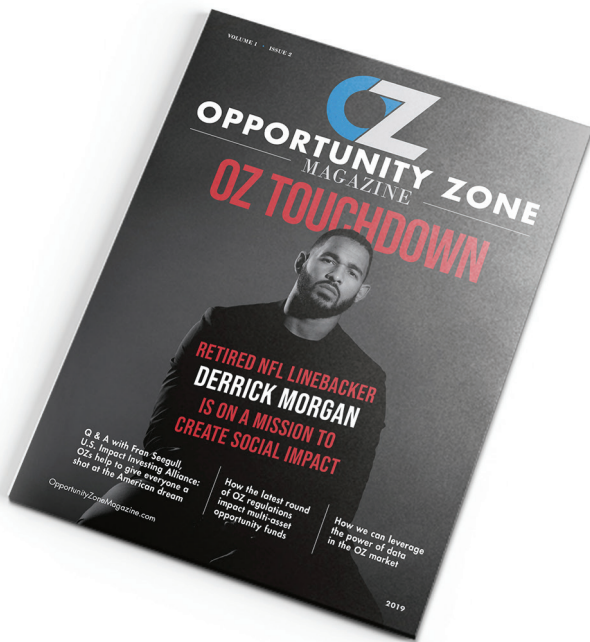
# OPPORTUNITY ZONE MAGAZINE .....



**CONTACT US  
FOR ADVERTISING, SPONSORSHIP  
AND EDITORIAL REQUESTS**

**info@OZExpo.com**

## ABOUT THE OPPORTUNITY ZONE MAGAZINE



Opportunity Zone Magazine is published by the Opportunity Zone Expo, the country's leading education, networking and marketing platform for key players in the industry. The platform was created out of the need for marketplace transparency and to connect individuals who are interested in learning about Opportunity Zones, including fund managers, attorneys, real estate developers, tax specialists, investment banks, institutional investors and government officials. Opportunity Zone Magazine publishes peer-reviewed and board-approved articles written by experienced professionals in the industry.

The magazine's in-depth articles cover trends and legislative updates about Opportunity Zones. Subscribing to the magazine is free. Articles are also published at [www.OZExpo.com](http://www.OZExpo.com).

Opportunity Zone Magazine collaborates with a network of industry leaders and an authoritative board of advisors to uphold a high standard of all content and events hosted by our organization. Our readership includes industry stakeholders, legal service providers, real estate developers and government officials.

# OZ Expo .....

## ABOUT THE OZ EXPO WEBSITE

Opportunity Zone Expo’s website showcases topical articles about the industry, such as the basics of Opportunity Zones, Qualified Opportunity Funds and various benefits of the program.

[www.OZExpo.com](http://www.OZExpo.com)



## ABOUT THE OPPORTUNITY ZONE EXPO

The Opportunity Zone Expo is a nationwide conference dedicated to Opportunity Zone stakeholders. With a long-standing history of organizing domestic and global conferences about investment and legislation, the organizers behind the expo provide the country’s leading education, networking and marketing platform for key players in the industry. Connect with industry experts and expand your business network while learning about the latest Opportunity Zone regulations, trends, fund formations and projects.



# Advertising Specs .....

**SIZE GUIDELINES** The bleed should be added as described in the next section when creating the initial design. Then, the designer should make sure all content is within the trim size, to avoid important content from being cut off. The final file submitted should match the dimensions under the "Bleed" column in the chart. Please be sure to leave 1/4" to 3/8" safety margin between the trim line and all live content.

**GENERAL GUIDELINES** *Opportunity Zone Magazine* asks that you closely follow our production guidelines so that we can provide both advertisers and readers with the best possible service. *Opportunity Zone Magazine* is not responsible for errors caused by improperly prepared files. It is strongly recommended that you preflight and check your files prior to submission using industry standard preflighting software. Ensure that all images are a minimum of 300 dpi at 100% of placement size.

**COLORS** All artwork must be CMYK or grayscale mode. Do not submit files in RGB, or files containing additional channels. Color proofs requested if sending art on disc. We cannot guarantee exact color matching.

**MATERIAL REQUIREMENTS** High-resolution (300 dpi) PDF (all artwork)  
Images within the PDF also should be at least 300 dpi at 100% of placement size

**PRINTING SPECIFICATIONS** Sheet-fed covers: 80# Sonoma Gloss cover  
5/4: CMYK +AQ over CMYK  
Web text: 70# Sonoma  
Gloss book 4/4: CMYK  
300dpi  
Perfect bound

ADVERTISING RATES	
SIZE	1X
Full Spread	\$6,000
Full Page	\$3,500
Half Page	\$2,000
1/3 Page Vertical	\$1,500
Quarter Page	\$1,250

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## **PREMIUM POSITIONS\***

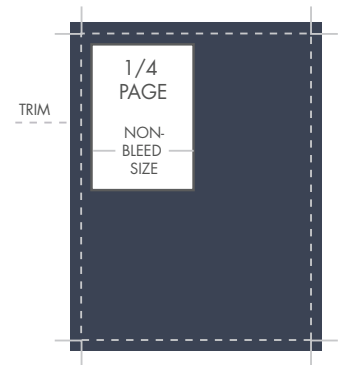
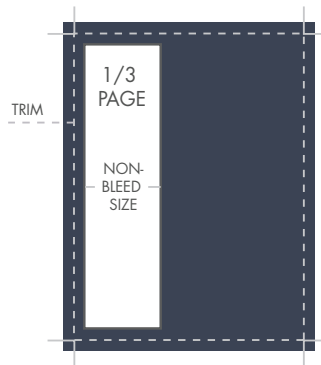
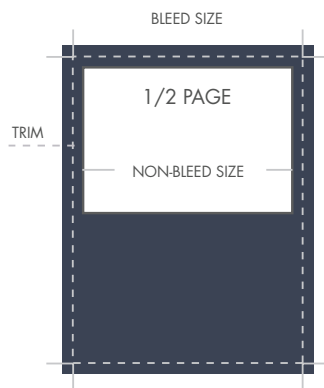
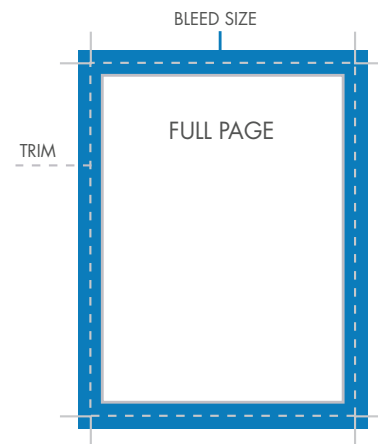
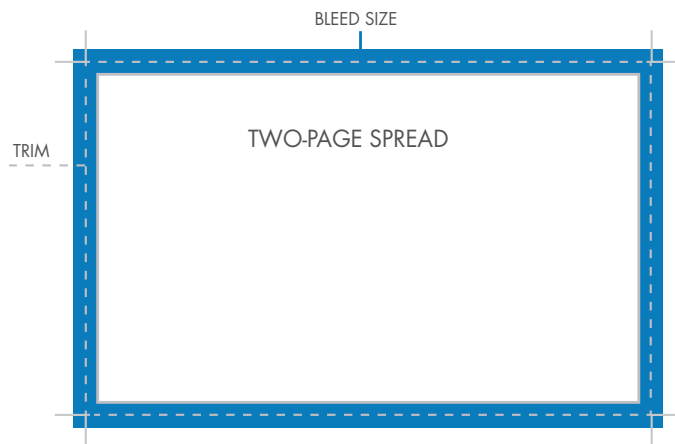
Placement on inside cover, page 3 (opposite inside cover), opposite of cover story (front or back), inside cover story, inside back cover and back cover.

## **PREFERRED POSITIONS\***

Placement within first 25 pages of publication and any special placement requests, non-related to premium placements (next to a specific article).

\*A limited number of *Premium* and *Preferred* positions are available for each issue. Please call for ad rates.

# Advertising Specs .....



SPACE UNIT	BLEED	NON-BLEED	TRIM SIZE
Two-Page Spread	16.50" x 11.10" (41.9cm x 28.2cm)	---	16.25" x 10.812" (41.3cm x 27.5cm)
Full Page	8.40" x 11.10" (21.3cm x 28.2cm)	---	8.125" x 10.812" (20.6cm x 27.5cm)
1/2 Page Horizontal	---	7.0" x 4.75" (17.8cm x 12.1cm)	8.125" x 10.812" (20.6cm x 27.5cm)
1/3 Page Vertical	---	2.25" x 9.70" (5.7cm x 24.6cm)	8.125" x 10.812" (20.6cm x 27.5cm)
1/4 Page	---	3.50" x 4.75" (8.9cm x 12.1cm)	8.125" x 10.812" (20.6cm x 27.5cm)

- Please be sure to leave 1/4" (6.35mm) to 3/8" (9.5mm) safety margin between the trim line and all live content.
- All bleed materials must extend 1/8" (3mm) beyond trim edge and contain crop and bleed marks.
- Crop and bleed marks must be offset by at least 1/8" (3mm) to avoid appearing in the bleed area.
- All artwork must be CMYK or grayscale mode. Spot or custom colors will not be accepted.