

The Ohio Foreign Language Association



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The Cardinal is the official member newsletter of the Ohio Foreign Language Association. It is published three times per year (see below) by OFLA. We send it to all of our members and to other interested parties. We have a distribution of approximately 1800 subscribers, all of who are interested in the study of world languages. A typical issue runs 36 to 48 pages.

We welcome relevant advertisements such as education or study programs, tour companies, books, teaching materials, etc.

Advertising Rates:

- 1/4 page: \$75.00 (exact dimensions = width 3.75" by height 4.75")
- 1/2 page: \$125.00 (exact dimensions = width 7.5" by height 4.75")
- full page: \$200.00 (exact dimensions = width 7.5" by height 9.5")

There is a 20% discount for advertising in three consecutive issues*.

Please contact the *Cardinal* editor by the deadlines listed below if you are interested in placing an advertisement. The content and format of your advertisement is up to you (within reason). It could be in article form, graphic, mix of text and graphics, whatever works for you. We are not able to print advertisements in color, so you are limited to black and white or grayscale. However, our online pdf version is published in full color. Please specify the size of your advertisement, as well as which issue(s) you would like it to appear in.

Submitting the advertisement:

If you have something in electronic form you would like to include, email the files directly to vppub@ofla-online.org. Two files in TIF, EPS or JPG format, 300 dpi, grayscale and color format are preferred. Consult the editor with questions or concerns about format.

If you prefer to send a photo-ready print version/hard copy, it should be mailed to the address shown above.

Publication Deadlines:

- August 15 for the Fall Issue (received by members no later than Oct .1)
- December 15 for the Pre-conference* issue (received by Feb. 1)
- April 15 for the Post-conference* issue (received by June 1)

If you are interested in seeing past issues of *The Cardinal*, visit our website at www.ofla-online.org. Select *The Cardinal* link from the menu, then scroll down to select past issues (all issues since October 2000 are available, as well as our very first issue). This will give you a sense of the nature of our publication.

* Our state conference is held in April. Regular advertisers normally receive a 10% discount rate on booths in our exhibitor hall.