



ORAL HISTORY  
ASSOCIATION

# Advertising Guide

Ad Pricing and Information

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# About the Oral History Association

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Since 1966, the Oral History Association has served as the principal membership organization for people committed to the value of oral history. OHA engages with policy makers, educators, and others to help foster best practices and encourage support for oral history and oral historians. With an international membership, OHA serves a broad and diverse audience including teachers, students, community historians, archivists, librarians, and filmmakers.

In addition to fostering communication among its members, the OHA encourages standards of excellence in the collection, preservation, dissemination and uses of oral testimony. To guide and advise those concerned with oral documentation, the OHA has established a set of goals, guidelines, and evaluation standards for oral history interviews. See [Principles and Best Practices](#)

The association also recognizes outstanding achievement in oral history through an [awards program](#). Awards are given in the categories of oral history publications, nonprint media productions, teaching, and projects.

# Types of Communications OHA Offers

## E-Blasts

- Sent directly to OHA members' inboxes every two weeks
- Time-sensitive format focused on announcements, deadlines, and opportunities
- High visibility due to direct delivery and concise format

## Newsletters

- Distributed to 1,000+ OHA members inbox and publicly on OHA's website
- Audience includes educators, archivists, librarians, historians, filmmakers, and community practitioners
- Features organizational updates, field news, opportunities, and member highlights

## Community Bulletin

- New public-facing publication launching in March 2026
- Available via optional subscription through the OHA website
- Designed to reach a broader audience beyond OHA membership

# Advertising Rates

## Ad Rates

Ad Type	Size	Standard Rate	Non-Profit/Small Business Rate
Banner	468 x 60 px	\$200	\$125
Half Banner	234 x 60 px	\$100	\$60
Mini Footer	150 x 50 px	\$40	\$25
Text Only	Up to 50 words	\$50	\$30

## Optional Add-Ons & Bundles

Bundle Option	Includes	Standard Rate	Non-Profit/Small Business Rate
2 Month Package	Any 2 ads	10% off	15% off
3 Month Package	Any 3 ads	15% off	20% off
4+ Month Package	Any format	20% off	25% off
Combo Package	1 e-blast + 1 newsletter or community bulletin banner ad	\$350	\$225

# Submission Deadlines

## E-Blasts

- The 2<sup>nd</sup> and 4<sup>th</sup> Monday of each month.

## Newsletters

- February issue: January 30
- May issue: April 24
- August issue: July 31
- November issue: October 30

## Community Bulletin

- March issue: February 27
- June issue: May 29
- September issue: August 28
- December issue: November 18

# Policies & Guidelines

## Payment Terms

- Payment must be received **prior to publication.**

## Ad Placement

- Placement location is at the discretion of the Program Associate
- Advertising is permitted by OHA but does not imply endorsement.

## Ad Specifications

- Nonprofit/small business pricing applies to registered nonprofits or businesses with annual budgets under \$500,000.
- Executive Office (EO) will review and approve all ads prior to publication.
- All ads must have relevance to the organization, e.g. transcriptionists, etc.
- All ads, graphics, etc., are the responsibility of the advertiser.
- All ads must adhere to OHA policies and principles. We reserve the right to reject any advertisement that we find making misleading claims, is fraudulent, etc. We will not accept any political advertising.

# Sample Ads



Banner Ad (468 x 60 px)



Half Banner Ad (234 x 60 px)



Mini Footer Ad (150 x 50px)



# Ready to get started?

For advertising inquiries, submissions, or scheduling questions please reach out to:

**Hailey Rowe**

Program Associate, Oral History Association

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