

OREGON ASSOCIATION OF NURSERIES'

Retail Nurseries & Garden Centers Guide

2015 Edition • Oregon & S.W. Washington

AD DEADLINE: DECEMBER 9, 2014

Showcase your business. Get a full-color display ad in the new *2015 Retail Nurseries & Garden Centers Guide*. This indispensable tool for gardeners provides a "glove box" map and cross-reference listings of retail nurseries across Oregon and Southwest Washington who are esteemed members of the Oregon Association of Nurseries (OAN).

There's nothing else like it! The map is divided by region, and you can place your ad directly next to the map where your retail business appears.

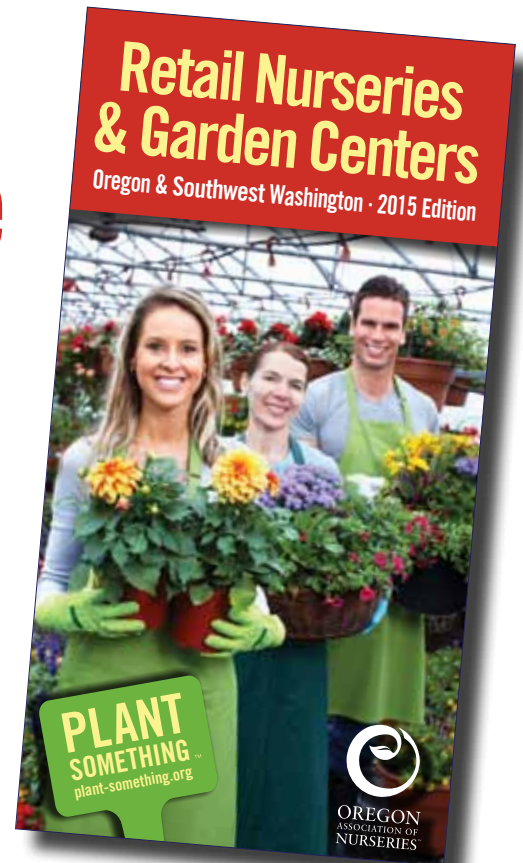
Who uses it?

The *Retail Nurseries & Garden Centers Guide* is the most efficient way to use your marketing dollars to reach your customers. Affluent homeowners, looking for ideas and inspiration, keep the guide as a year-long resource to explore nurseries, garden centers, and public gardens.

The OAN will distribute 30,000 copies of the *2015 Retail Nurseries & Garden Centers Guide* to these important buyers, starting with an exciting public launch at the 2015 Yard, Garden & Patio Show, the second largest consumer gardening event in the West. This show boasts impressive demographics:

- ❁ *More than 95 percent own their own home*
- ❁ *54 percent have annual income over \$60,000 and 19 percent over \$100,000*

With an estimated use of 24 times throughout the year, the *Retail Nurseries & Garden Centers Guide* delivers 720,000 impressions, all year long.



Available Ad Sizes	Available	Dimensions	OAN Members	Non Members
Business Card Ad	10	3.5" x 2.25"	\$450	\$550
Business Card Ad (premium)	Call	3.5" x 2.25"	\$500	\$600
Double Business Card Ad	12	3.5" x 4.5"	\$625	\$750
Double Business Card Ad (premium)	Call	3.5" x 4.5"	\$700	\$825
Full Panel Ad	3	3.5" x 7"	\$1,050	\$1,275
Full Panel Ad (premium – first fold)	4	3.5" x 7"	\$1,250	\$1,500
Horizontal Premium Ad (above the index)	1	7.25" x 4.5"	\$1,550	*Members only
Back Panel Ad	1	3.5" x 7"	\$1,990	*Members only



OREGON
ASSOCIATION OF
NURSERIES™

Reserve your ad today!

Contact: CHRIS SWEET
503-582-2012 ~ fax 503-682-5727 ~ csweet@oan.org

Oregon Association of Nurseries • 29751 S.W. Town Center Loop West • Wilsonville, OR 97070

Retail Nurseries & Garden Centers Guide

Available ad locations on front and back

The front cover layout includes the following ad locations:

- Inset S: Salem and the Mid-Wilcoxette Valley (6 Double Business Cards, 1 Business Card)
- Inset B: Greater Oregon (1 Quad Horizontal Premium, 1 Retail Nursery Index by Name, 1 Full Panel Premium)
- Inset C: Corvallis, Albany and Vicinity (1 Business Card, 1 Double Business Card)
- Inset E: Eugene, Springfield and Vicinity (1 Double Business Card, 1 Double Business Card, 1 Full Panel Premium)
- Bottom row: 1 Business Card, 1 Business Card, 1 Business Card, 1 Double Business Card, 1 Double Business Card, 1 Full Panel Premium

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The back cover layout includes the following ad locations:

- Top row: 1 Quad Horizontal, 1 Double Business Card, 1 Double Business Card, 1 Double Business Card, 1 Double Business Card, 1 Double Business Card, 1 Double Business Card, 1 Full Panel Premium
- Inset: Greater Portland / Vancouver metropolitan area (1 Double Business Card, 1 Double Business Card, 1 Full Panel Premium)
- Inset: Landscape Services (1 Full Panel Premium)
- Bottom row: 1 Business Card, 1 Mail Order Nurseries, 1 Business Card

B
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Ad dimensions (actual size) and technical specifications

Full Panel Ad

3.5" wide x 7" tall

Ad Rates	# Avail.	OAN Members	Non-Members
Regular Position	3	\$1,050	\$1,275
Premium Position Outside Folds	4	\$1,250	\$1,500
Back Panel Ad	1	\$1,990	*Members Only

Actual Size

Double Size Ad

3.5" wide x 4.5" tall

Ad Rates	# Avail.	OAN Members	Non-Members
Regular Position	12	\$625	\$750
Premium Position	Call	\$700	\$825
Horizontal Premium Equals 2 double ads	1	\$1,550	*Members Only

Actual Size

Business Card Ad

3.5" wide x 4.5" tall

Ad Rates	# Avail.	OAN Members	Non-Members
Regular Position	10	\$450	\$550
Premium Position	Call	\$500	\$600

Actual Size

AD SPECS: Single file (Adobe Acrobat PDF, EPS, TIF) with all fonts and images embedded, included or turned to outlines. Ads must be CMYK. Graphics must be 300 ppi at actual size. Please provide a proof (hard copy) for all submissions. Files can be delivered electronically to our office or e-mailed to publications@oan.org. Production services are available for those who need assistance. **All rates net.**

DEADLINE: Space reservation and ad materials due: December 9, 2014

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2015 DISPLAY AD INSERTION ORDER

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ EMAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

DUE DATE
Ad reservations
and ad materials
are due **Tuesday,**
Dec. 9, 2014

SELECT YOUR AD (Please check size and circle amount)

	MEASUREMENTS		AD RATES	
	WIDTH	HEIGHT	OAN MEMBER	NON-MEMBER
<input type="checkbox"/> Business Card	3.5"	2.25"	\$450	\$550
<input type="checkbox"/> Business Card <small>*premium location</small>	3.5"	2.25"	500	600
<input type="checkbox"/> Double Business Card	3.5"	4.5"	625	750
<input type="checkbox"/> Double Business Card <small>*premium location</small>	3.5"	4.5"	700	825
<input type="checkbox"/> Full Panel Ad	3.5"	7"	1,050	1,275
<input type="checkbox"/> Full Panel Ad <small>*premium location</small>	3.5"	7"	1,250	1,500
<input type="checkbox"/> Horizontal Premium Ad	7.25"	4.5"	1,550	members only
<input type="checkbox"/> Back Panel Ad	3.5"	7"	1,990	members only

TERMS: *All rates net. No spaces confirmed until ad is paid.*

PLACEMENT REQUEST — Every effort will be made to position the ad as requested; however, we cannot guarantee placement unless a premium position has been paid for.

Preferred Ad Position: _____

Other comments: _____

AD MATERIALS

Ads should be submitted in CMYK color at high resolution (300 dots per inch) in a PDF, EPS, or Photoshop TIF file.

All fonts should be embedded. Files not meeting specs will be converted at advertiser's expense. If it will be necessary for OAN to alter or change the ad, please submit the original native file in Adobe InDesign CS5.5, Adobe Illustrator CS5.5, or earlier.

Please check the box below that best reflects the ad to be placed.

- RUN AS SUBMITTED**
- REPEAT LAST YEAR'S AD**
- ALTER SUBMITTED AD**
include copy changes. Production charges apply.
- COMPOSE NEW AD**
Provide or describe desired copy and images. Production charges apply.

PAYMENT

Amount paid: \$ _____ Check Enclosed Bill My Credit/Debit Card

Visa/MC/Debit # _____ Exp. Date _____

Please note: Visa/MasterCard and debit cards only. We cannot accept American Express.

Cardholder Name _____

Signature _____

SUBMIT ADS

Email ads to ads@oan.org.

Large files can be sent via
www.WeTransfer.com or
www.DropSend.com.

Use ads@oan.org as the recipient.

FAX COMPLETED, SIGNED FORM TO 503-682-5727

Authorized Signature: _____ Date: _____



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www.oan.org/ads2015 | ads@oan.org
29751 S.W. Town Center Loop West, Wilsonville, OR 97070
503.682.5089 | 1.800.342.6401 | FAX 503.682.5727