

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

**Published annually
in August.**

DUE DATE
Space reservation
and ad materials
due **May 1, 2019.**

BONUS BUYS FOR OAN MEMBERS

- Buy one full-page B&W ad, get one 1/3 horizontal ad free.
- Buy one ad at full price and receive all additional ads of equal or smaller size at half price (full-page ads excluded).
- Buy one 4-color ad, get one 1/2 horizontal B&W ad free.
- Buy a 4-color full page ad and receive a free results page premium or leader-board ad for one month on www.NurseryGuide.com!

2019 AD RATES (Please check size and circle amount)

	BLACK & WHITE		FULL COLOR		BONUS	INDICATE QUANTITY
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER		
<input type="checkbox"/> Full Page	\$1,020	\$1,326	\$2,217	\$2,910		<input type="checkbox"/>
<input type="checkbox"/> 2/3 Page	903	1,169	n/a	n/a		<input type="checkbox"/>
<input type="checkbox"/> 1/2 Horizontal	663	885	n/a	n/a		<input type="checkbox"/>
<input type="checkbox"/> 1/2 Vertical	663	885	n/a	n/a		<input type="checkbox"/>
<input type="checkbox"/> 1/3 Horizontal	537	708	n/a	n/a		<input type="checkbox"/>
<input type="checkbox"/> 1/3 Vertical	537	708	n/a	n/a		<input type="checkbox"/>
<input type="checkbox"/> 1/6 Horizontal	408	560	n/a	n/a		<input type="checkbox"/>
<input type="checkbox"/> 1/6 Vertical	408	560	n/a	n/a		<input type="checkbox"/>
<input type="checkbox"/> 1/12 Page	225	342	n/a	n/a		<input type="checkbox"/>

PREMIUM POSITIONS (full-page, full color only)

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,913	\$3,787	<input type="checkbox"/>
<input type="checkbox"/> Back Cover	n/a	n/a	5,959	7,747	<input type="checkbox"/>
<input type="checkbox"/> Facing Contents	n/a	n/a	2,364	3,072	<input type="checkbox"/>
<input type="checkbox"/> Divider Tabs	n/a	n/a	2,850	3,790	<input type="checkbox"/>

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.

Section: _____
Subsection: _____

AD MATERIALS

For ad dimensions and file specs, refer to the 2019 Media Kit or log on to www.oan.org/ads.

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

- REPEAT AD
- Current *Digger* ad
 - Previous *Digger* ad

SPECIFY MONTH/YEAR

- ALTER AD
Include copy changes.
- COMPOSE NEW AD
- NEW AD TO ARRIVE BY
MAY 1, 2019
Ads or images must be in high resolution (300 ppi):
- PDF (embed fonts)
 - EPS
 - Photoshop TIF
 - InDesign (any version) — packaged with fonts, images

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.

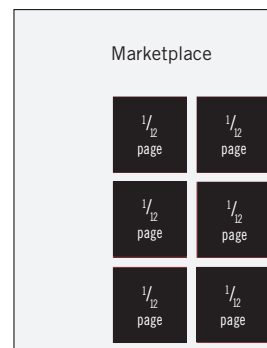
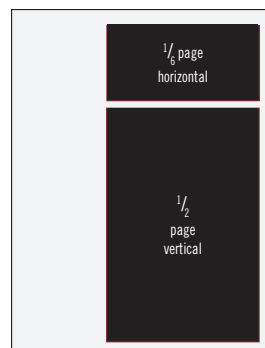
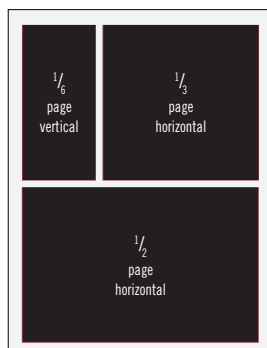
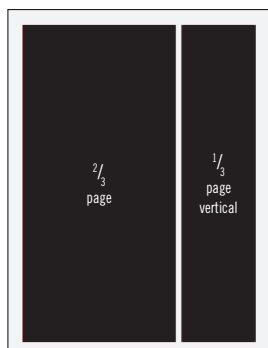
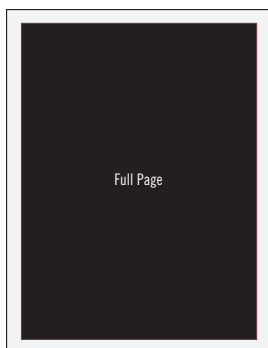
NURSERY GUIDE LISTINGS

Plant, service and supply listings are an economical way to increase your exposure. The more you buy, the cheaper your rate. Log on to www.NurseryGuide.com for details and to get started.



Print Production Specs

2019 OAN PRINT MEDIA



DISPLAY AD DIMENSIONS

width x depth, in inches

Full page	7 ⁵ / ₁₆ X 10 ¹ / ₈	(7.3125 x 10.125)
• See below for bleed specs.		
² / ₃ page	4 ¹³ / ₁₆ X 10 ¹ / ₈	(4.8125 x 10.125)
¹ / ₂ page (horizontal)	7 ⁵ / ₁₆ X 4 ¹⁵ / ₁₆	(7.3125 x 4.9375)
¹ / ₂ page (vertical)	4 ¹³ / ₁₆ X 7 ¹ / ₂	(4.8125 x 7.5)
¹ / ₃ page (horizontal)	4 ¹³ / ₁₆ X 4 ¹⁵ / ₁₆	(4.8125 x 4.9375)
¹ / ₃ page (vertical)	2 ⁵ / ₁₆ X 10 ¹ / ₈	(2.3125 x 10.125)
¹ / ₆ page (horizontal)	4 ¹³ / ₁₆ X 2 ³ / ₈	(4.8125 x 2.375)
¹ / ₆ page (vertical)	2 ⁵ / ₁₆ X 4 ¹⁵ / ₁₆	(2.3125 x 4.9375)
Marketplace (1/12 page)	2 ⁵ / ₁₆ X 2 ³ / ₈	(2.3125 x 2.375)
¹ / ₁₂ page (Nursery Guide)	2 ⁵ / ₁₆ X 2 ³ / ₈	(2.3125 x 2.375)

SUBMITTING FILES

Electronic File Specifications

OAN publications are produced on a Macintosh platform using Adobe Creative Cloud. Please follow these guidelines when submitting your electronic files to OAN publications.

DESKTOP FILE FORMATS The preferred format for submitted ads is a single high-resolution file [Adobe Acrobat PDF, EPS, TIF, or INDD (any version)] with all fonts and images embedded, included or turned to outlines. Full-color ads must be CMYK; black-and-white ads must be grayscale. **Other file formats may be accepted on a case-by-case basis.**

IMAGES OAN publications are imaged at 2400 dpi (resolution), which requires graphics to be 300 ppi at actual size. Submit full-color images as CMYK PDF, TIF or EPS files. For black-and-white images, submit TIF or EPS files in grayscale.

FONTS All fonts must be embedded or turned to outlines. If fonts must accompany the submission, please ensure that printer and screen fonts are included and that they are acceptable Macintosh platform fonts.

SUBMIT ADS E-mail 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.

PROOFS Please provide a proof (hard copy) for all submissions. For black-and-white submissions sent via e-mail, a faxed copy is acceptable. Mail a laser copy proof for color ad submissions.

Production Charges

Additional charges of \$68 per hour may be incurred for alterations, resizing, producing artwork or duplications, typesetting or other production work required of submitted ad files.

PAGE SPECIFICATIONS

TRIM SIZE 8 ⁵/₈ X 10 ⁷/₈ inches, all publications. **All live matter must be kept within 1/2 inch of trim size.**

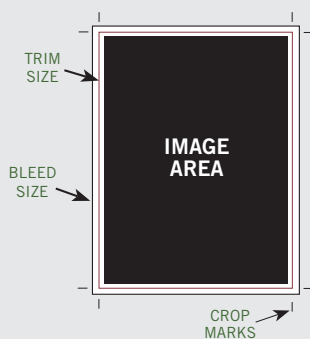
BLEED SIZE 8 ⁵/₈ X 11 ¹/₈ inches. Two-page spreads add 1/4 inch for gutter, all publications.

COLUMN SIZE 2 ⁵/₁₆ X 10 ¹/₈ inches. Three columns per page, all publications.

PRINTING PROCESS Web offset, all publications.

BINDING

Digger – saddlestitch
Farwest Edition – perfect bind
OAN Nursery Guide – perfect bind



FOR ASSISTANCE, CONTACT:



OREGON
ASSOCIATION OF
NURSERIES™

www.oan.org/ads | ads@oan.org

29751 S.W. Town Center Loop West, Wilsonville, OR 97070
 503.682.5089 | 1.888.283.7219 | FAX 503.682.5727