

Digger Magazine

2020 DISPLAY AD INSERTION ORDER

ADVERTISER _____ CONTACT _____
 AGENCY (IF APPLICABLE) _____ CONTACT _____
 BILLING ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE (____) _____ FAX (____) _____ E-MAIL _____
 AUTHORIZED SIGNATURE _____ DATE _____

DUE DATE
 All ads must be reserved and submitted by the first day of the previous month

BUY MORE, SAVE MORE

Frequency discounts:

- Save 4 percent for 6X insertion order (specify months).
- Save 6 percent for 12X insertion order. (Same size ad runs in *Farwest Edition* at *Digger* rate).
- Save 10 percent for 12X insertion order and a Farwest Trade Show sponsorship.

SCHEDULING — Please indicate the months you would like to run the ad

- Jan. Feb. March April May June
 July Aug.* Sept. Oct. Nov. Dec.

* Submit *Digger: Farwest Edition* insertion order. Separate rates apply.

AD MATERIALS

For ad dimensions and file specs, refer to the 2020 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

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

2020 AD RATES

(Please check size and circle amount)

	BLACK & WHITE		FULL COLOR	
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER
<input type="checkbox"/> Full Page	\$660	\$866	\$1,681	\$2,205
<input type="checkbox"/> 2/3 Page	497	653	1,422	1,866
<input type="checkbox"/> 1/2 Horizontal	428	562	1,144	1,501
<input type="checkbox"/> 1/2 Vertical	428	562	1,144	1,501
<input type="checkbox"/> 1/3 Horizontal	358	461	924	1,191
<input type="checkbox"/> 1/3 Vertical	358	461	924	1,191
<input type="checkbox"/> 1/6 Horizontal	198	254	736	948
<input type="checkbox"/> 1/6 Vertical	198	254	736	948
<input type="checkbox"/> Marketplace (1/12 Page)	123	189	157	244

PREMIUM POSITIONS

(full-page, full color only)

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,077	\$2,700
<input type="checkbox"/> Back Cover	n/a	n/a	2,229	2,898
<input type="checkbox"/> Facing Contents	n/a	n/a	1,963	2,551
<input type="checkbox"/> Divider Tabs / Inserts	<i>Call for prices. Subject to approval.</i>			

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 placement: _____

CLASSIFIED ADS

Due date: 10th of previous month.

LINE AD (includes employment) — \$35 per column inch for OAN members; \$55 for non-members (each line approx. 28–38 characters; 7 lines per inch). Corporate logo (black and white) \$30 additional charge.

DISPLAY AD — \$45 per column inch for OAN members, \$75 for non-members; Classified column width 1.6875".



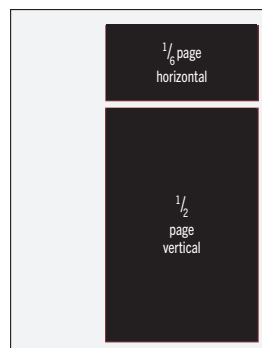
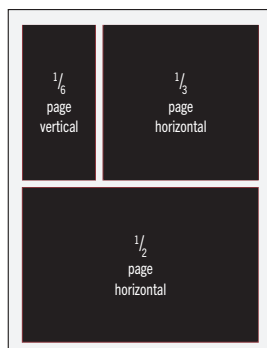
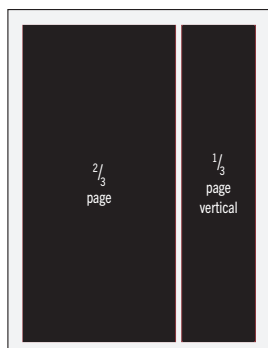
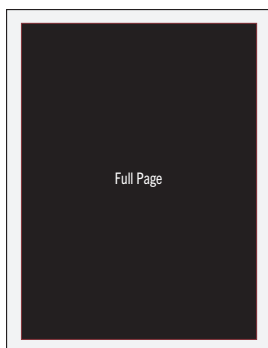
OREGON
ASSOCIATION OF
NURSERIES™

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

Print Production Specs

2020 OAN PRINT MEDIA



DISPLAY AD DIMENSIONS

Width and 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)

PAGE SPECIFICATIONS

TRIM SIZE 8 ³/₈ X 10 ⁷/₈ inches, all publications. **All live matter must be kept within 1/2 inch of trim size.**

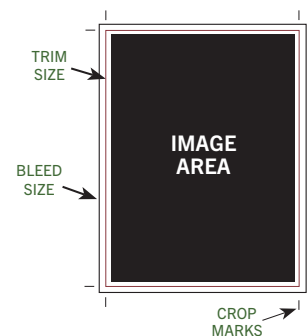
BLEED SIZE 8 ⁵/₈ X 11 ¹/₈ inches. Two-page spreads add 1/4 inch for gutter, all publications.

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



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

FOR ASSISTANCE, CONTACT:



OREGON
ASSOCIATION OF
NURSERIES™

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

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