

# Digger: Farwest Edition

The August  
issue of  
Digger

## 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**  
Space reservation  
due **June 24, 2020**  
Ad materials due  
**July 1, 2020**

### SAVE ON YOUR FARWEST AD!

- Advertisers that have an insertion rate of 12X with *Digger* will receive lower *Digger* ad rates and the 12X frequency discount of 6 percent for *Digger: Farwest Edition* ads.
- Advertise 12X in *Digger* AND purchase a Farwest Trade Show Sponsorship, and receive a 10 percent discount on your *Digger* advertising.

### AD MATERIALS

For ad dimensions and file specs, refer to the 2020 Media Kit or log on to [www.oan.org/ads](http://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

### 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	\$1,013	\$1,330	\$2,100	\$2,757
<input type="checkbox"/> 2/3 Page	809	1,063	1,777	2,333
<input type="checkbox"/> 1/2 Horizontal	674	885	1,430	1,878
<input type="checkbox"/> 1/2 Vertical	674	885	1,430	1,878
<input type="checkbox"/> 1/3 Horizontal	561	722	1,156	1,487
<input type="checkbox"/> 1/3 Vertical	561	722	1,156	1,487
<input type="checkbox"/> 1/6 Horizontal	351	452	921	1,185
<input type="checkbox"/> 1/6 Vertical	351	452	921	1,185
<input type="checkbox"/> Marketplace (1/12 Page)	227	347	289	441

#### PREMIUM POSITIONS (full-page, full-color only)

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,804	\$3,645
<input type="checkbox"/> Back Cover	n/a	n/a	3,589	4,665
<input type="checkbox"/> Divider Tabs / Inserts	Call for prices. Subject to approval.			

**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: \_\_\_\_\_

### SUBMIT ADS

Email ads to [ads@oan.org](mailto:ads@oan.org)

### CLASSIFIED ADS

Due date: July 10, 2020.

**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”.



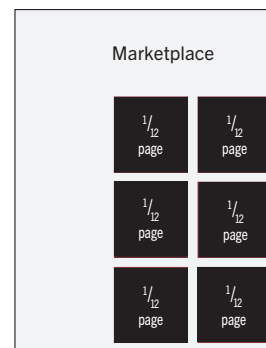
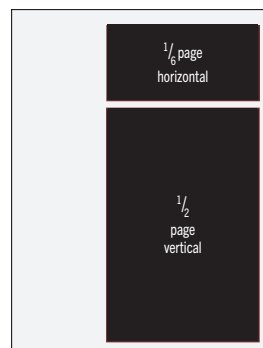
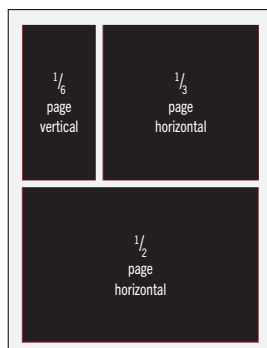
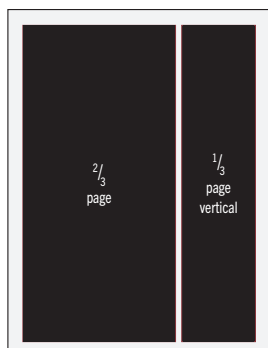
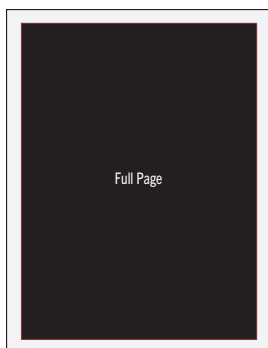
OREGON  
ASSOCIATION OF  
NURSERIES™

[www.oan.org/ads](http://www.oan.org/ads) | [ads@oan.org](mailto: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 <sup>5</sup>/<sub>16</sub> X 10 <sup>1</sup>/<sub>8</sub> (7.3125 x 10.125)

• See below for bleed specs.

<sup>2</sup>/<sub>3</sub> page ..... 4 <sup>13</sup>/<sub>16</sub> X 10 <sup>1</sup>/<sub>8</sub> (4.8125 x 10.125)

<sup>1</sup>/<sub>2</sub> page (horizontal) ..... 7 <sup>5</sup>/<sub>16</sub> X 4 <sup>15</sup>/<sub>16</sub> (7.3125 x 4.9375)

<sup>1</sup>/<sub>2</sub> page (vertical)..... 4 <sup>13</sup>/<sub>16</sub> X 7 <sup>1</sup>/<sub>2</sub> (4.8125 x 7.5)

<sup>1</sup>/<sub>3</sub> page (horizontal) ..... 4 <sup>13</sup>/<sub>16</sub> X 4 <sup>15</sup>/<sub>16</sub> (4.8125 x 4.9375)

<sup>1</sup>/<sub>3</sub> page (vertical)..... 2 <sup>5</sup>/<sub>16</sub> X 10 <sup>1</sup>/<sub>8</sub> (2.3125 x 10.125)

<sup>1</sup>/<sub>6</sub> page (horizontal) ..... 4 <sup>13</sup>/<sub>16</sub> X 2 <sup>3</sup>/<sub>8</sub> (4.8125 x 2.375)

<sup>1</sup>/<sub>6</sub> page (vertical)..... 2 <sup>5</sup>/<sub>16</sub> X 4 <sup>15</sup>/<sub>16</sub> (2.3125 x 4.9375)

Marketplace (<sup>1</sup>/<sub>12</sub> page)... 2 <sup>5</sup>/<sub>16</sub> X 2 <sup>3</sup>/<sub>8</sub> (2.3125 x 2.375)

<sup>1</sup>/<sub>12</sub> page (Nursery Guide)..... 2 <sup>5</sup>/<sub>16</sub> X 2 <sup>3</sup>/<sub>8</sub> (2.3125 x 2.375)

## PAGE SPECIFICATIONS

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

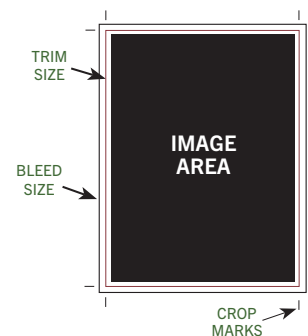
**BLEED SIZE** 8 <sup>5</sup>/<sub>8</sub> X 11 <sup>1</sup>/<sub>8</sub> inches. Two-page spreads add 1/4 inch for gutter, all publications.

**COLUMN SIZE** 2 <sup>5</sup>/<sub>16</sub> X 10 <sup>7</sup>/<sub>8</sub> 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](mailto:ads@oan.org)

## FOR ASSISTANCE, CONTACT:



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[www.oan.org/ads](http://www.oan.org/ads) | [ads@oan.org](mailto:ads@oan.org)

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