

Digger: Farwest Edition

The August
issue of
Digger

2021 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 16, 2021**
Ad materials due
July 1, 2021

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 2021 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

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	<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: July 10, 2021.

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".



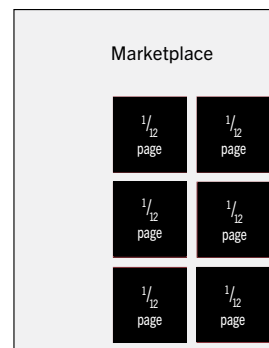
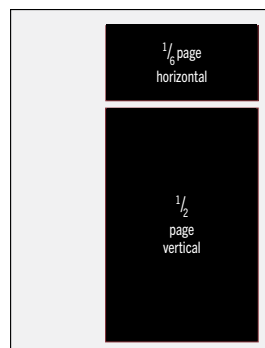
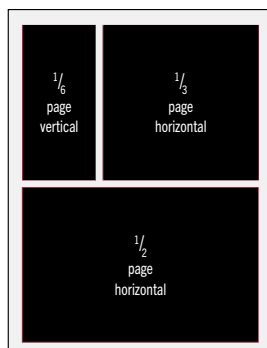
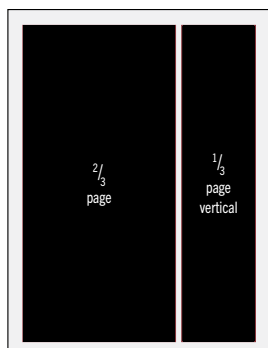
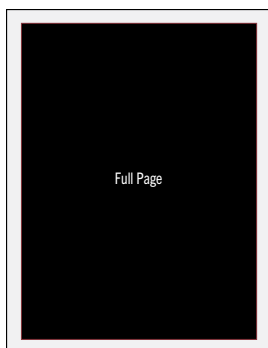
OREGON
ASSOCIATION OF
NURSERIES™

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

2021 OAN PRINT MEDIA



DISPLAY AD DIMENSIONS

Width and depth, in inches.

Full page..... $7 \frac{5}{16}$ X $10 \frac{1}{8}$ (7.3125 x 10.125)

• See below for bleed specs.

$\frac{2}{3}$ page $4 \frac{13}{16}$ X $10 \frac{1}{8}$ (4.8125 x 10.125)

$\frac{1}{2}$ page (horizontal) $7 \frac{5}{16}$ X $4 \frac{15}{16}$ (7.3125 x 4.9375)

$\frac{1}{2}$ page (vertical)..... $4 \frac{13}{16}$ X $7 \frac{1}{2}$ (4.8125 x 7.5)

$\frac{1}{3}$ page (horizontal) $4 \frac{13}{16}$ X $4 \frac{15}{16}$ (4.8125 x 4.9375)

$\frac{1}{3}$ page (vertical)..... $2 \frac{5}{16}$ X $10 \frac{1}{8}$ (2.3125 x 10.125)

$\frac{1}{6}$ page (horizontal) $4 \frac{13}{16}$ X $2 \frac{3}{8}$ (4.8125 x 2.375)

$\frac{1}{6}$ page (vertical)..... $2 \frac{5}{16}$ X $4 \frac{15}{16}$ (2.3125 x 4.9375)

Marketplace ($\frac{1}{12}$ page).... $2 \frac{5}{16}$ X $2 \frac{3}{8}$ (2.3125 x 2.375)

$\frac{1}{12}$ page (Nursery Guide)..... $2 \frac{5}{16}$ X $2 \frac{3}{8}$ (2.3125 x 2.375)

PAGE SPECIFICATIONS

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

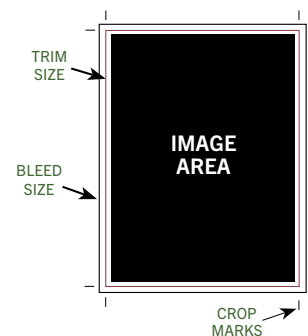
BLEED SIZE $8 \frac{5}{8}$ X $11 \frac{1}{8}$ inches. Two-page spreads add $\frac{1}{4}$ inch for gutter, all publications.

COLUMN SIZE $2 \frac{5}{16}$ X $10 \frac{7}{8}$ 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 require high-resolution images and graphics at 300 ppi in CMYK color mode. Submit full-color images as PDF, TIF or EPS files. For black-and-white images, submit TIF or EPS files in grayscale.
- **FONTS.** All fonts must be embedded or converted to outlines. If fonts must accompany the submission, please provide OTF or TTF file formats in both MAC and PC formats.

Submit ads. E-mail ads to ads@oan.org

FOR ASSISTANCE, CONTACT:



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