

# Plant Something Oregon e-newsletter

## 2021 AD INSERTION ORDER

**NEW**  
Direct-to-consumer  
advertising opportunity

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

## AD RATES (Please check size and position)

Rates and scheduling for the Plant Something Oregon newsletter are by the quarter as defined below. Includes at least four issues per quarter as specified. Annual discount — Purchase three quarters and receive the fourth for free.

- **1st Quarter** — January 14, February 4, February 18, March 11, March 25 (includes bonus issue). **Deadline: January 7**
  - **2nd Quarter** — April 15, April 29, May 13, May 27. **Deadline: April 8**
  - **3rd Quarter** — June 10, June 24, July 15, August 12. **Deadline: June 3**
  - **4th Quarter** — September 2, September 23, October 7, November 4, December 2 (includes bonus issue). **Deadline: August 12**
- Plant Something Oregon e-newsletter ads link to your website

### **BIG BANNER** (600 by 150 pixels)

Top 3 placement .....\$800     Run of house placement .....\$600

### **REGULAR BANNER** (600 by 100 pixels)

Run of house placement .....\$400

### **CALENDAR SPONSOR** (600 by 100 pixels)

One available ..... \$600



Top 3 Big Banner ad  
(600 x150 pixels)

TABLE OF CONTENTS/TOP ITEM

Big Banner ad  
(600 x150 pixels)

OTHER NEWS ITEMS

Regular Banner ad  
(600 x100 pixels)

MORE NEWS ITEMS

Calendar Sponsor  
(600 x150 pixels)

EVENTS CALENDAR

## AD MATERIALS

Ads should be submitted as .png, .jpg or .gif files at the dimensions listed above. Animated gifs not accepted.

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

- REPEAT AD  
 Existing digital banner
- ALTER AD  
Include copy changes.
- COMPOSE NEW AD
- NEW AD PROVIDED BY CLIENT

WEB ADDRESS FOR LINK: \_\_\_\_\_

ALT TEXT FOR GRAPHIC AD: \_\_\_\_\_

## SCHEDULING

Select quarter(s) to schedule\*:

- Full Year (Buy 3 quarters, get 1 free)
- 1st Quarter (includes bonus issue)
- 2nd Quarter
- 3rd Quarter
- 4th Quarter (includes bonus issue)

\* Actual start date depends on space availability and time ad is received by OAN.

## SUBMIT ADS

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



OREGON  
ASSOCIATION OF  
NURSERIES™

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

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