

**GRAFTED ORNAMENTALS • IRRIGATION  
EQUIPMENT • SERVICES • SOIL MIXES AND  
AMENDMENTS • STAKES AND PLANT SUPPORT  
SUPPLIES • TOOLS • LINERS • TRACTORS AND  
MACHINERY • TRANSPORTATION • GREEN  
HOODS • CONTAINERS • EQUIPMENT AND  
APPLICATORS • FERTILIZERS • PLANTS  
QUALS • PERENNIALS • BULBS • GRASSES  
NUT • SHA**

# **MEDIA** **KIT 2021**

**Advertise your plants, products and services**

**PRINT AND DIGITAL ADVERTISING**



**OREGON**  
ASSOCIATION OF  
NURSERIES™

**Digger**  
Magazine

**Nursery**  
Guide

**NurseryGuide.com**

**Member**  
Update



OREGON  
ASSOCIATION OF  
NURSERIES™

# MEDIA KIT 2021

## Connect with our targeted industry audience

The Oregon Association of Nurseries provides a range of respected publications that are the go-to resources for green industry professionals looking to buy nursery supplies, related services and plant material. From print to digital outlets, the OAN connects you with our targeted audience to help you achieve your sales and marketing goals.

### PRINT ADVERTISING

## Digger Magazine

8,000+  
subscribers

Published monthly. Includes *Digger: Farwest Edition* in August (with bonus distribution).

*Digger* is widely regarded as the best trade magazine published by any state nursery association. Subscribers include growers, landscapers, retailers, and service and supply providers. *Digger* reaches both a national and local audience, with 57 percent of readers residing in the Pacific Northwest.



## Nursery Guide

6,500  
copies

Published annually in August. Introduced at Farwest Show.

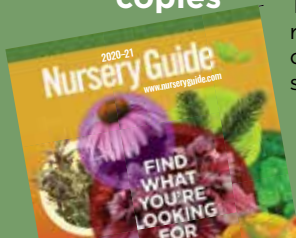
The OAN *Nursery Guide* is the best available resource for green industry professionals in search of wholesale plants, nursery supplies and related services. With more than 16,000 listings in those categories, the Guide is used all year long by nearly 6,500 motivated buyers.

Over  
16,000  
listings

Retail Nurseries & Garden Centers Road Map

To be published in 2022

The next printed version will be available in 2022. 25,000 road maps are distributed throughout Oregon and S.W. Washington via home and garden events, retailers, and clubs.



### DIGITAL ADVERTISING

## NurseryGuide.com

Always connected. Frequently updated.

The digital version of OAN's *Nursery Guide* attracts more than 629,000 pageviews yearly, and helps nearly 112,000 unique visitors find plants, supplies, and services. (Google Analytics, 2019).



## OAN Member Update

Published weekly for OAN Members.

The OAN Member Update is emailed weekly and reaches nearly 1,000 professionals working for more than 700 OAN-member companies, including growers, retailers, landscapers and suppliers.



## NEW PLANT SOMETHING OREGON e-newsletter



Published 18 times a year for consumers.

Our Plant Something Oregon e-newsletter shares gardening tips and highlights OAN member retailers for an audience of 4,000 gardeners and growing!

# If you are looking for customers who are:

- **Decision-makers** in Oregon's \$996 million greenhouse and nursery industry.
- **Sales leaders** in U.S. for essential tree categories and products:
  - #1 for Deciduous Shade Trees
  - #1 for Deciduous Flowering Trees
  - #1 for Coniferous Evergreens
  - #3 for Broadleaf Evergreens
  - #3 for Deciduous Shrubs
- **Invested** in products, services and solutions
  - \$147.6 million in sales for **Containerized Nursery Products**
  - \$119.5 million in sales for **Bareroot Nursery Products**
  - \$113.4 million in sales for **B&B Nursery Products**
- **Influential businesses** on a state, national, and international level; shipping 80 percent of product out of state.



**\$1** Close to **BILLION** in sales

Oregon's greenhouse and nursery industry earns more than \$996 million\* in annual sales. \*2018, Oregon Department of Agriculture.



**CONTACT US TO CONNECT WITH OREGON'S NURSERY MARKETPLACE**

**Curt Kipp**

Director of Publications, Oregon Association of Nurseries

📞 503-582-2008

✉️ [ckipp@oan.org](mailto:ckipp@oan.org)

# ADVERTISING RATES

Reach your customers, your way. Take advantage of the OAN's outstanding publications to help achieve your sales and marketing goals. For more information, insertion orders and ad specifications, go to [www.oan.org/ads](http://www.oan.org/ads).



## 2021 Print Advertising Rates

DEADLINE:	DIGGER 1st of the preceding month		FARWEST EDITION June 16, 2021		NURSERY GUIDE May 1, 2021	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
<b>Black &amp; White</b>						
Full page	\$660	\$866	\$1,013	\$1,330	\$1,051	\$1,365
2/3 page	497	653	809	1,063	930	1,204
1/2 page	428	562	674	885	683	912
1/3 page	358	461	561	722	553	730
1/6 page	198	254	351	452	420	577
Marketplace (1/12 Page)	123	189	227	347	232	352
<b>Full Color</b>						
Full page	\$1,681	\$2,205	\$2,100	\$2,757	\$2,261	\$2,968
2/3 page	1,422	1,866	1,777	2,333		
1/2 page	1,144	1,501	1,430	1,878		
1/3 page	924	1,191	1,156	1,487		
1/6 page	736	948	921	1,185		
Marketplace (1/12 Page)	157	244	289	441		
						(Full color available in full page only)
<b>Premium Pages (Full color)</b>						
Inside cover	\$2,077	\$2,700	\$2,804	\$3,645	\$2,913	\$3,787
Back cover	2,229	2,898	3,589	4,665	Call	Call
Facing contents	1,963	2,551	N/A	N/A	2,364	3,072
Tab/insert page	Call	Call	Call	Call	2,850	3,790

### DIGGER CLASSIFIED ADVERTISING

- **Line ads:** \$35 per column inch for OAN members (\$55 for non-members)
- **Display ads:** \$45 per column inch for OAN members (\$75 for non-members)

## 2021 Digital Advertising Rates

### NURSERYGUIDE.COM

Yearly rates. 6- and 3-month options also available. Advertisers must be current OAN members.

#### Home Page

Beauty shot (681x321 pixels)	\$3,501
Premium (243x216 pixels)	1,428

#### Search Results Page (1 year)

Tower (243x355 pixels)	\$1,157
Premium (243x216 pixels)	651
Leaderboard (676x70 pixels)	651

#### Landing Pages (1 year)

Tower (243x355 pixels)	\$905
Premium (243x216 pixels)	633
Leaderboard (676x70 pixels)	633

### MEMBER UPDATE E-NEWSLETTER

Rates are by the month (3-month minimum).

<b>Full banner</b> (600x100 pixels)	Top of page	Other
	\$375	\$187
<b>Half banner</b> (400x80 pixels)	Top	Other
	\$208	\$125
<b>Text-only ad</b> (30-words)		\$150

### PLANT SOMETHING OREGON

#### E-NEWSLETTER (targets consumers)

Rates by the quarter: Jan-Mar (5 issues), Apr-May (4 issues), Jun-Aug (4 issues) and Sep-Dec (5 issues). Full year discount available. Non-Members additional.

<b>Big banner</b> (600 by 150 pixels)	Top of page	Other
	\$800	\$600
<b>Regular banner</b> (600 by 100 pixels)	n/a	\$400
<b>Calendar sponsor</b> (600 by 100 pixels)	n/a	\$600



OREGON  
ASSOCIATION OF  
NURSERIES

Contact **Curt Kipp**, Director of Publications  
**503-582-2012** • [www.oan.org/ads](http://www.oan.org/ads)