

# Digger: Farwest Edition

The August  
issue of  
Digger

2018 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 25, 2018**  
Ad materials due  
**July 2, 2018**

## SAVE ON YOUR FARWEST AD!

- Advertisers that have an insertion rate of 12X with *Digger* will receive *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.

## 2018 AD RATES (Please check size and circle amount)

	BLACK & WHITE		FOUR COLOR	
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER
<input type="checkbox"/> Full-Page	\$964	\$1,266	\$2,018	\$2,650
<input type="checkbox"/> 2/3 Page	770	1,011	1,708	2,242
<input type="checkbox"/> 1/2 Horizontal	642	843	1,374	1,805
<input type="checkbox"/> 1/2 Vertical	642	843	1,374	1,805
<input type="checkbox"/> 1/3 Horizontal	534	688	1,111	1,429
<input type="checkbox"/> 1/3 Vertical	534	688	1,111	1,429
<input type="checkbox"/> 1/6 Horizontal	334	431	885	1,139
<input type="checkbox"/> 1/6 Vertical	334	431	885	1,130
<input type="checkbox"/> Marketplace (1/12 Page)	216	334	275	420

### PREMIUM POSITIONS (full-page, 4-color only)

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,695	\$3,504
<input type="checkbox"/> Back Cover	n/a	n/a	3,449	4,484
<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: \_\_\_\_\_

## AD MATERIALS

For ad dimensions and file specs, refer to the 2018 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.  
Production charges apply.

- COMPOSE NEW AD
- Production charges apply.

- 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](mailto:ads@oan.org).

Large files can be sent via  
[www.WeTransfer.com](http://www.WeTransfer.com) or  
[www.DropSend.com](http://www.DropSend.com).

Use [ads@oan.org](mailto:ads@oan.org) as the recipient.

## CLASSIFIED ADS

**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; plus production charges at \$68/hour. Classified column width 1.6875".



OREGON  
ASSOCIATION OF  
NURSERIES™

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