

OAN Member Update

2018 AD INSERTION ORDER

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

AD RATES (Please check size and circle amount)

DISCOUNT AVAILABLE for ads placed by the year

- Member Update is the OAN's weekly electronic newsletter published an average 4.25 times each month.
- Rates for the weekly Member Update are by the month (3 month minimum requirement). Sign up for a year and receive a 4 percent discount.
- Member Update ads link to your website.

FULL BANNER 600 by 100 pixels

- | | |
|---|--|
| <input type="checkbox"/> Top 3 placement \$360 | <input type="checkbox"/> Other placement \$180 |
| <input type="checkbox"/> Event Calendar sponsor \$180 | |

HALF BANNER 400 by 80 pixels

- | | |
|--|--|
| <input type="checkbox"/> Top 3 placement 200 | <input type="checkbox"/> Other placement 120 |
|--|--|

TEXT AD Up to 30 words. Up to five of these can be a bold, all caps headline. Three-word call to action link at end.

- | | |
|--|--|
| <input type="checkbox"/> Top 3 placement N/A | <input type="checkbox"/> Other placement 100 |
|--|--|



Top 3 Full Banner
(600 by 100 pixels) \$360

TABLE OF CONTENTS / TOP ITEM

Top 3 Half Banner
(400 x 80 pixels) \$200

OTHER NEWS ITEMS

Other Placement Full Banner
(600 by 100 pixels) \$180

Other Placement Half Banner
(400 x 80 pixels) \$120

Text Ad — 30 words (including headline and link)
\$150

EVENTS CALENDAR

Event Calendar Sponsor — Full Banner
(600 by 100 pixels) \$180

*News items and ads alternate positions. Calendar sponsor ad appears above calendar

AD MATERIALS

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

Text ads should be emailed to OAN with a headline of up to five words, text, and a call to action with link at the end of up to three words. Total word count 30.

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

- REPEAT AD
 - Existing Member Update ad
- ALTER AD
 - Include copy changes.
- COMPOSE NEW AD
- NEW AD PROVIDED BY CLIENT

SUBMIT ADS

Email ads to ads@oan.org.

SCHEDULING

PREFERRED START DATE:

___/___/___*

WEB ADDRESS FOR LINK:

ALT TEXT FOR GRAPHIC AD:

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



OREGON
ASSOCIATION OF
NURSERIES™

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