

OAN Nursery Guide 2018-19

DISPLAY AD INSERTION ORDER

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

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

AUTHORIZED SIGNATURE _____ DATE _____

Published annually
in August.

DUE DATE
Space reservation
and ad materials
due **May 2, 2018.**

BONUS BUYS FOR OAN MEMBERS

- Buy one full-page B&W ad, get one 1/3 horizontal ad free.
- Buy one ad at full price and receive all additional ads of equal or smaller size at half price (full-page ads excluded).
- Buy one 4-color ad, get one 1/2 horizontal B&W ad free.
- Buy a 4-color full page ad and receive a free results page premium or leaderboard ad for one month on www.NurseryGuide.com!

AD MATERIALS

For ad dimensions and file specs, refer to the 2018 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.
Production charges apply.
- COMPOSE NEW AD
- Production charges apply.

- NEW AD TO ARRIVE BY
MAY 2, 2018
- 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.
Large files can be sent via www.WeTransfer.com or www.DropSend.com.
Use ads@oan.org as the recipient.

2018 AD RATES (Please check size and circle amount)

	BLACK & WHITE		FOUR COLOR		BONUS
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER	INDICATE QUANTITY
<input type="checkbox"/> Full Page	\$1,000	\$1,300	\$2,173	\$2,853	<input type="checkbox"/>
<input type="checkbox"/> 2/3 Page	886	1,146	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/2 Horizontal	650	868	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/2 Vertical	650	868	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/3 Horizontal	526	695	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/3 Vertical	526	695	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/6 Horizontal	400	549	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/6 Vertical	400	549	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/12 Page	221	335	n/a	n/a	<input type="checkbox"/>

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

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,970	\$3,850	<input type="checkbox"/>
<input type="checkbox"/> Back Cover	n/a	n/a	5,990	7,900	<input type="checkbox"/>
<input type="checkbox"/> Facing Contents	n/a	n/a	2,390	3,100	<input type="checkbox"/>
<input type="checkbox"/> Divider Tabs	n/a	n/a	2,850	3,790	<input type="checkbox"/>

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.

Section: _____
Subsection: _____

NURSERY GUIDE LISTINGS

Plant, service and supply listings are an economical way to increase your exposure. The more you buy, the cheaper your rate. Log on to www.NurseryGuide.com for details and to get started.



OREGON
ASSOCIATION OF
NURSERIES™

www.oan.org/ads | ads@oan.org

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