



OREGON
ASSOCIATION OF
NURSERIES™

MEDIA KIT 2027

INDUSTRY NEWS

INDUSTRY SEARCH

CONSUMERS

Digger

MAGAZINE

Written for the nursery professional

Digger is widely regarded as the best trade magazine published by any state nursery association, and a great place for your marketing message. It reaches engaged and interested people across a variety of sectors who pay close attention to industry issues:

Sector	Subscribers
Growers	49%
Services/Supplies	19%
Garden Centers/Retailers	14%
Education/Researchers	14%
Greenhouse growers	12%
Landscapers	10%
Designers/Architects	8%
Brokers/Re-wholesalers	8%
Contractors	6%
Arborists	2%

**Please note, many of our subscribers operate in multiple business sectors*



Our reach

Digger goes out to 8,500 monthly subscribers, expanding to 11,000 in August with *Digger: Farwest Edition*, distributed at the **Farwest Show**.

Editorial calendar

Digger addresses various industry sectors and types of plant material with a different focus every month.

January	Retail	July	Farwest Preview
February	Greenhouse	August	Farwest Edition
March	Perennials	September	Farwest Recap
April	Trees	October	Industry Future
May	Sustainability	November	Transportation
June	Shrubs	December	Nursery Country Issue

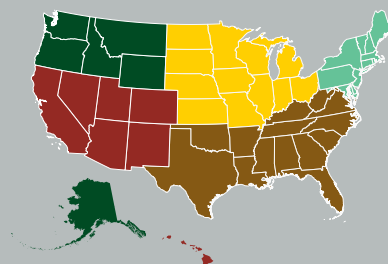
Ready to grow? Contact us today.

Curt Kipp

Director of Publications and Communications
503-582-2008 | CKipp@OAN.org | OAN.org/Ads

>> Insertion Order: *Digger* | >> Insertion Order: *Farwest Edition*

Digger has regional and nationwide reach



Locations

Pacific Northwest	60%
California + Southwest	11%
Midwest	9%
East Coast/New England	7%
South + Southeast	9%
Canada + International	3%

EARLY BIRD
LOCK IN 2026 AD RATES!

Digger INSERTION ORDER 2027

Reserve print ads in **Digger** magazine, published by the **Oregon Association of Nurseries**, at members-only Early Bird rates, saving you 3% (or more!). **DUE DATE:** To lock in these low rates, reserve six insertions or more by **November 25, 2026**.

Submit to: Curt Kipp, Director of Publications, 29751 S.W. Town Center Loop West, Wilsonville, OR 97070
503-682-5089 main | 503-582-2008 direct | Ads@OAN.org | OAN.org/Ads

1. ADVERTISER DETAILS

ADVERTISER: _____ CONTACT: _____

AGENCY (IF APPLICABLE): _____ CONTACT: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ EMAIL: _____

2. SELECT ISSUES (2027)

Ad orders must be received one month before the issue date for a given issue.

☐ January ☐ February ☐ March ☐ April ☐ May ☐ June
☐ July ☐ August* ☐ September ☐ October ☐ November ☐ December

* For the August Farwest Edition, you get regular Digger rates with a 6X or more Early Bird order, not the usual higher Farwest Edition rates.

3. SELECT RATE, SIZE, COLOR

3. SELECT RATE, SIZE, COLOR	AD DIMENSIONS		BLACK & WHITE ■		FULL COLOR ■■■■	
	WIDTH	HEIGHT	MEMBERS ONLY EARLY BIRD PRICING — SIX INSERTIONS OR MORE			
Full Page BLEED, TRIM SIZE	8.375" ×	10.875"	☐	\$758	☐	\$1,911
Full Page FLOAT SIZE	7.3125" ×	10.125"	SAME COSTS AS ABOVE			
2/3 Page VERTICAL	4.8125" ×	10.125"	☐	571	☐	1,616
1/2 Page HORIZONTAL	7.3125" ×	4.9375"	☐	571	☐	1,301
1/2 Page VERTICAL	4.8125" ×	7.5"	☐	492	☐	1,301
1/3 Page HORIZONTAL	4.8125" ×	4.9375"	☐	492	☐	1,051
1/3 Page VERTICAL	2.3125" ×	10.125"	☐	411	☐	1,051
1/6 Page HORIZONTAL	4.8125" ×	2.375"	☐	411	☐	837
1/6 Page VERTICAL	2.3125" ×	4.9375"	☐	227	☐	837
1/12 Page MARKETPLACE	2.3125" ×	2.375"	☐	141	☐	181
PREMIUM — Inside Cover	SEE FULL PAGE SPECS		COLOR ONLY		☐	\$2,361
PREMIUM — Back Cover	SEE FULL PAGE SPECS		COLOR ONLY		☐	2,534

4. CONTRACTED FREQUENCY DISCOUNTS

These discounts are in addition to the Early Bird rate. (Can't combine w/agency discount.)

☐ **6x contract (required)** ☐ **12x contract** ☐ **12x contract and sponsorship** ☐ **Added eDigger Value**
Save 4% add'l, and get August at regular price Save 6% add'l, and get August at regular price Save 10% with Farwest Sponsorship Free banner with 12X color except Marketplace

5. AD MATERIALS

Please indicate which ad material you would like used.

☐ **Repeat Prior Ad** ☐ **Alter Prior Ad** ☐ **Compose New Ad** ☐ **Will Submit New Ad**
(Month/Year: ____/____) (Month/Year: ____/____) Send details to Ads@OAN.org Send ad to Ads@OAN.org

6. PREFERRED PLACEMENT

Every effort will be made to position ads as requested. Position is not guaranteed unless a premium position has been contracted for.

7. AUTHORIZED SIGNATURES

Please place my advertising in Digger magazine, published by the Oregon Association of Nurseries, as outlined with my selections above. By signing below, both parties acknowledge and accept the specifications, pricing, and terms outlined in this contract.

For advertiser: SIGNATURE _____ DATE _____

For publisher: SIGNATURE _____ DATE _____