



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

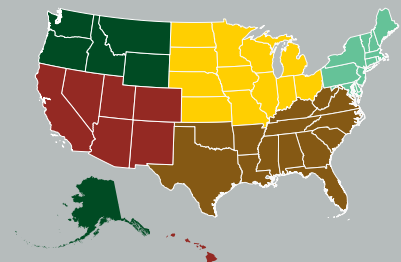
Ready to grow? Contact us today.

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%

Digger INSERTION ORDER 2027

Complete this form to reserve print advertising in **Digger** magazine, published by the **Oregon Association of Nurseries**.

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, separate insertion order and higher rates apply, unless there is an earned discount in place.

3. SELECT RATE, SIZE, COLOR

	AD DIMENSIONS WIDTH HEIGHT	BLACK & WHITE ■		FULL COLOR ■■■■	
		MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Full Page BLEED, TRIM SIZE	8.375" × 10.875"	☐ \$781	☐ \$1,041	☐ \$1,969	☐ \$2,625
Full Page FLOAT SIZE	7.3125" × 10.125"	SAME COSTS AS ABOVE			
2/3 Page VERTICAL	4.8125" × 10.125"	☐ 588	☐ 784	☐ 1,665	☐ 2,220
1/2 Page HORIZONTAL	7.3125" × 4.9375"	☐ 507	☐ 675	☐ 1,340	☐ 1,787
1/2 Page VERTICAL	4.8125" × 7.5"	☐ 507	☐ 675	☐ 1,340	☐ 1,787
1/3 Page HORIZONTAL	4.8125" × 4.9375"	☐ 424	☐ 565	☐ 1,082	☐ 1,443
1/3 Page VERTICAL	2.3125" × 10.125"	☐ 424	☐ 565	☐ 1,082	☐ 1,443
1/6 Page HORIZONTAL	4.8125" × 2.375"	☐ 234	☐ 312	☐ 862	☐ 1,150
1/6 Page VERTICAL	2.3125" × 4.9375"	☐ 234	☐ 312	☐ 862	☐ 1,150
1/12 Page MARKETPLACE	2.3125" × 2.375"	☐ 141	☐ 188	☐ 181	☐ 241
PREMIUM — Inside Cover	SEE FULL PAGE SPECS	COLOR ONLY		☐ \$2,432	☐ \$3,243
PREMIUM — Back Cover	SEE FULL PAGE SPECS	COLOR ONLY		☐ 2,611	☐ 3,481

4. CONTRACTED (EARNED) FREQUENCY DISCOUNTS

☐ **6x contract** Save 4% and get August regular price
☐ **12x contract** Save 6% and get August regular price
☐ **12x contract w/sponsorship** Save 10% with Farwest Sponsorship
☐ **Added eDigger Value** Free banner with 12X color except Marketplace

5. AD MATERIALS

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

6. PREFERRED PLACEMENT

Every effort will be made to position the ad 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 _____