



Advancing the Science, Practice & Impact of OD

# 2018 ADVERTISING OPPORTUNITIES

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# DIGITAL ADVERTISING

## ABOUT OUR READERS

Our readers are highly educated and highly influential professionals who work to make all kinds of organizations and systems operate more effectively. Included are master's- and doctorate-level professionals employed by Fortune 500 firms, public sector organizations, not-for-profit organizations and colleges/universities.

Many of our members are consultants working for these same organizations. OD consultants, whether employed by a large corporation or employed as outside consultants, interact with the most senior levels in the organization in order to effect large systems change.

## OD NETWORK CONNECTIONS

**OD Network Connections** is the monthly electronic vehicle for engaging members of the OD Network with key articles related to OD. The monthly communication is sent to nearly 2,000 members.

## OD NETWORK NEWS

**OD Network News** is a monthly email sent to members and non-members, highlighting upcoming network events and opportunities. This newsletter is sent to our full mailing list— a database of over 12,000 contacts.

**Commit to 6 months of advertising and receive a 10% discount on the rates quoted below.**

### OD NETWORK CONNECTIONS ADVERTISER RATES

ADVERTISEMENT	RATE	SPECIFICATIONS	FEATURES
Banner Ad	\$750 per month	600 (w) x 200 (h) pixels static JPEG or static GIF 72 DPI	URL link
Sidebar Ad	\$500 per month	170 (w) x 225 (h) pixels static JPEG or static GIF 72 DPI	URL link

### OD NETWORK NEWS ADVERTISER RATES

ADVERTISEMENT	RATE	SPECIFICATIONS	FEATURES
Banner Ad	\$1,000 per month	800 (w) x 160 (h) pixels static JPEG or static GIF 72 DPI	URL link
Sidebar Ad	\$750 per month	300 (w) x 400 (h) pixels static JPEG or static GIF 72 DPI	URL link

### OD NETWORK WEBSITE RATES

Display your latest product or service offers to all OD Network members right from the home page at [www.ODNetwork.org](http://www.ODNetwork.org).

ADVERTISEMENT	RATE	SPECIFICATIONS	FEATURES
Website Ad	\$300 per month	250 (w) x 300 (h) pixels static JPEG or static GIF 72 DPI	URL link

# PRINT ADVERTISING

## OD PRACTITIONER

**OD Practitioner**, is the OD Network's quarterly peer-reviewed journal for OD practitioners. The *Practitioner* combines theory and practice to advance the field. Every member receives a subscription, and non-member practitioners and libraries may also subscribe.

## GENERAL INFORMATION

- **OD Practitioner** is published four times yearly by OD Network
- Halftone screen is 150 lines per inch

## TECHNICAL INFORMATION

**OD Practitioner** is published using Adobe InDesign software on the Macintosh platform. Advertising materials are accepted in the formats listed below.

### ADVERTISING RATES

All ads are black and white.

- Full page: \$1,100 per issue
- Half page: \$600 per issue
- Quarter page: \$350 per issue

*Advertise in three issues and your fourth advertisement is free.*

### DEADLINES FOR INSERTION ORDERS AND ARTWORK:

- Spring Issue: March 1, 2018
- Summer Issue: June 1, 2018
- Fall Issue: Sept. 1, 2018
- Winter Issue: Dec. 1, 2018

### AD SIZES

- Full page: 7.5" x 10.25" (45 picas x 61 picas 6 points)
- Half page: 7.5" x 5" (45 picas x 30 picas)
- Quarter page:
  - » 1-column — 2.4" x 7.28" (14 picas 6 points x 43 picas 9 points)
  - » 2-column — 4.95" x 3.53" (29 picas 9 points x 21 picas 3 points)
  - » 3-column — 7.5" x 2.333" (45 picas x 14 picas)

### ADOBE ACROBAT PDF

- Grayscale, black art only. No color, CMYK or RGB artwork.
- Graphics resolution of 300 dots per inch (DPI). Distill using press-quality or high-quality print preset.
- Fonts must be embedded. Do not subset; embed complete fonts.
- Crop marks are not required.

### EPS

- Grayscale, black art only. No color, CMYK or RGB artwork.
- Graphics resolution of 300 dots per inch (DPI). Graphics should be embedded, but, if they are linked, they must also be supplied with the ad file.
- Fonts should be embedded or text converted to curves. If it is not possible to embed the fonts, they must be supplied (Macintosh fonts only).
- Crop marks are not required.

### INDESIGN; QUARK XPRESS

- Grayscale, black art only. No color, CMYK or RGB artwork.
- Graphics resolution of 300 dots per inch (DPI). Linked graphics must also be supplied with the InDesign or QuarkXpress file.
- Fonts should be converted to curves. If that is not possible, fonts must be supplied (Macintosh fonts only).
- Crop marks are not required.

# APPLICATION FOR ADVERTISING OPPORTUNITIES

## ORGANIZATION DEVELOPMENT NETWORK YEAR-ROUND ADVERTISING OPPORTUNITIES



### ADVERTISER INFORMATION:

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Company Address: \_\_\_\_\_ Website: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### DIGITAL

<b>OD Network Connections</b>		<b>Preferred Month(s) – OD Network Connections</b>			
<input type="radio"/> Banner Ad _____ months @ \$ 750/month = _____		<input type="radio"/> January	<input type="radio"/> April	<input type="radio"/> July	<input type="radio"/> October
<input type="radio"/> Sidebar Ad _____ months @ \$ 500/month = _____		<input type="radio"/> February	<input type="radio"/> May	<input type="radio"/> August	<input type="radio"/> November
		<input type="radio"/> March	<input type="radio"/> June	<input type="radio"/> September	<input type="radio"/> December
<b>OD Network News</b>		<b>Preferred Month(s) – OD Network News</b>			
<input type="radio"/> Banner Ad _____ months @ \$1,000/month = _____		<input type="radio"/> January	<input type="radio"/> April	<input type="radio"/> July	<input type="radio"/> October
<input type="radio"/> Sidebar Ad _____ months @ \$ 750/month = _____		<input type="radio"/> February	<input type="radio"/> May	<input type="radio"/> August	<input type="radio"/> November
		<input type="radio"/> March	<input type="radio"/> June	<input type="radio"/> September	<input type="radio"/> December
<b>OD Network Website</b>		<b>Preferred Month(s) – OD Network Website</b>			
<input type="radio"/> Website Ad _____ months @ \$ 300/month = _____		<input type="radio"/> January	<input type="radio"/> April	<input type="radio"/> July	<input type="radio"/> October
		<input type="radio"/> February	<input type="radio"/> May	<input type="radio"/> August	<input type="radio"/> November
		<input type="radio"/> March	<input type="radio"/> June	<input type="radio"/> September	<input type="radio"/> December

Note: Subtract 10% for ads running 6 months or longer

### PRINT

<b>OD Practitioner</b>				<b>Indicate Preferred Issue(s)</b>	
<input type="radio"/> Full Page	<input type="radio"/> 1 Issue (\$1,100)	<input type="radio"/> 2 Issues (\$2,200)	<input type="radio"/> 4 Issues (\$3,300)		
<input type="radio"/> Half Page	<input type="radio"/> 1 Issue (\$600)	<input type="radio"/> 2 Issues (\$1,200)	<input type="radio"/> 4 Issues (\$1,800)		
<input type="radio"/> Quarter Page	<input type="radio"/> 1 Issue (\$350)	<input type="radio"/> 2 Issues (\$700)	<input type="radio"/> 4 Issues (\$1,050)		
				<input type="radio"/> Spring 2018	<input type="radio"/> Fall 2018
				<input type="radio"/> Summer 2018	<input type="radio"/> Winter 2019

**Total Due \$** \_\_\_\_\_ Payment is due immediately upon receipt of the invoice. Advertisements will not run unless payment is received in advance. All advertisement purchases are nonrefundable.

### PAYMENT INFORMATION

**Method of Payment:**  CHECK (Payable to OD Network)  CREDIT CARD  MasterCard  Visa  American Express

Card Number: \_\_\_\_\_ Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Address (if different from above): \_\_\_\_\_

Cardholder Phone Number: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Mail or fax completed form to: OD Network, 1000 Westgate Dr., Suite 252, Saint Paul, MN 55114; Fax 651.290.2266

**Note:** To protect your privacy, do not email this form. OD Network will not accept credit card information via email.

**Acceptance:** We, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this OD Network Contract.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_