



# ADVERTISING OPPORTUNITIES

Reach your target audience with affordable advertising options

## PRINT ADVERTISING



### THE BUCKEYE MAGAZINE

The official publication of ONLA has been in print for over 50 years. The magazine includes industry and legislative updates, ONLA member information, and feature articles by guest writers.

- 44-page, full-color publication
- Published six times per year
- Print and digital issues reach 10,000 subscribers
- Advertiser feature page on ONLA website
- Advertisers featured in electronic issue e-blast

## DIGITAL ADVERTISING



### ONLA E-NEWSLETTER

Sent to 8,000 subscribers, ONLA's e-newsletter provides ONLA members with association news and industry updates on a monthly or bi-monthly basis. Space is limited!

### WEBSITE

The go-to site for all ONLA information, industry and legislative updates and resources, upcoming event details, membership directory, classified ads, MGIX and more. Website home page or classified ads reach a state-wide audience with a proven interest in your business.

## THE BUCKEYE MAGAZINE RATES PER INSERTION

### ONLA Member Rates

	1x	3x	6x
Full Page	\$365	\$350	\$335
Half Page	\$210	\$200	\$190
Quarter Page	\$150	\$145	\$140

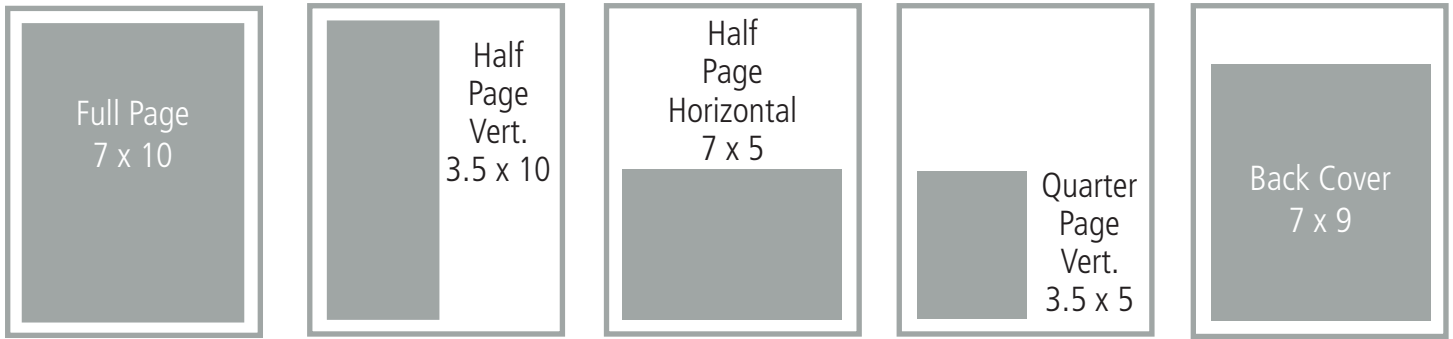
Covers: inside add 20%, outside add 25%

### Non-Member Rates

	1x	3x	6x
Full Page	\$575	\$560	\$545
Half Page	\$355	\$345	\$335
Quarter Page	\$240	\$235	\$230

Covers: inside add 20%, outside add 25%

## THE BUCKEYE MAGAZINE AD SIZES



## DIGITAL ADVERTISING RATES & SIZES

Home Page 250 x 250 Badge (Available for ONLA Members Only):

Classified Listings:

E-Newsletter 570 x 100 Banner Ad:

\$200 per calendar month

\$50/\$100 for 60 days (order online at [www.onla.org](http://www.onla.org))

\$120 per insertion

### SCHEDULE

The Buckeye produces 6 issues per year: January/February, March/April, May/ June, July/ August, September/October, November/December

Web Ads may be run on any consecutive 30 days, per availability of ad space. E-newsletters are distributed twice per month. Please contact ONLA office for specific distribution dates relative to the dates you wish to advertise.

Cancellation of ad space must be submitted in writing to the ONLA before the published closing date. Cancellations are not accepted after closing dates of each issue.

### ACCEPTANCE

ONLA reserves the right to reject any advertising or to require that the word "advertisement" appear in any ad. The publication further shall be held harmless for any loss or expense resulting from claims or suits for any reason.

### DEADLINES

Space reservations and ad materials are due by the 1st of the month preceding publication. (e.g. June 1 for the July/August issue).

### MATERIALS

Print ads: Must be provided digitally. A \$35 fee will be charged for ads not provided digitally. Preferred file types is PDF. File transfer media: Email (files less than 6MB), Flashdrive, dropbox, CD, and DVD. Images: 350dpi, CMYK or grayscale TIF or EPS; line art: 1200dpi, TIF or EPS.

Website / E-newsletter ads: 72 dpi, RGB, JPG or PNG format, no animation.

Ads may be emailed to [alana@onla.org](mailto:alana@onla.org) or mailed to the ONLA office, 72 Dorchester Square, Westerville, Ohio 43081.

### AGENCY DISCOUNTS & BILLING

A standard 15% discount is offered to advertisers working with advertising agencies on space charge only. Agency discount only applies to contractual advertisers. "In house" agencies do not qualify for discounts unless they serve at least two clients not related to their parent company. A 15% discount will be applied if paid in full upon signed contract. Billing is net 30 days. No agency discounts are granted to accounts past due 60 days. Accounts past due 60 days may be subject to cancellation.

### ADDITIONAL CHARGES

ONLA will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet The Buckeye specifications. Minimum production charge is \$35.

# ADVERTISING CONTRACT

Agency: \_\_\_\_\_ (If agency is placing this advertising, please list the client's information.)

Company (to appear in advertiser's index): \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

## The Buckeye Advertising

### Special Position *Additional 10%*

- ~~Inside Front Cover - Full Page Only~~
- Inside Back Cover - Full Page Only
- Outside Back Cover - Additional 20%
- Specified Page Number \_\_\_\_\_

### 2017 Campaign Schedule:

- Jan/Feb 2017       March/April 2017
- May/June 2017       July/August 2017
- Sept/Oct 2017       Nov/Dec 2017

Size: \_\_\_\_\_ No. of Insertions: \_\_\_\_\_ Rate: \_\_\_\_\_

The Buckeye Advertising Subtotal: \_\_\_\_\_

## ONLA.org Member-Exclusive E-Newsletter Advertising

### Campaign Schedule:

2017:  Jan  Feb  Mar  Apr  May  Jun  
 Jul  Aug  Sep  Oct  Nov  Dec

No. of Insertions: \_\_\_\_\_

Rate: \_\_\_\_\_

Subtotal: \_\_\_\_\_

## ONLA.org Member-Exclusive Home Page Advertising

30-Day Ad Start Date(s): \_\_\_\_\_

Rate: \_\_\_\_\_

Subtotal: \_\_\_\_\_

**Advertising Total:** \_\_\_\_\_

(Note: All ad insertions on this contract must run within 12 months of the first ad insertion. The ad rates stated herein are guaranteed for the number of insertions stated above.) Each ad is billed upon publication. The editor reserves the right to pull any ad on accounts 60 days past due. Standard 15 percent commission paid to recognized advertising agencies on display space ONLY when publication ready art is provided. Agency commission is not applicable if account is 30 days past due. The Company acknowledges that any changes in the above specifications and/or schedule cancellations must be in writing and must arrive at The Ohio Nursery & Landscape Association (ONLA) prior to the closing date for the issue in which the next insertion is scheduled. Ads cancelled after the space reservation deadline will be billed at 100 percent. If this contract is not fulfilled for any reason, the Company will be short rated (charged the highest applicable earned rate, which means that the rate on past and subsequent insertions will be readjusted to conform with the actual space used when it is less than the space originally contracted for by the advertiser or their agency). Advance payment may be required on accounts with poor payment history. The publisher reserves the right to hold the advertiser or its advertising agency jointly and severally liable for such monies as are due and payable. The above-stated rate is valid only if this contract is signed and returned to the ONLA before the space reservation deadline of the first scheduled insertion. This Advertising Contract is subject to all terms and conditions set forth in the 2017 Rate Card, issued January 25, 2017. The authorized representative of the Company has seen the rate card and understands the provisions therein.

By: \_\_\_\_\_  
(Authorized Representative of the Company)  
Date: \_\_\_\_\_

By: \_\_\_\_\_  
(Authorized Representative of the Agency)  
Date: \_\_\_\_\_

Payment Information \_\_\_\_\_

- Please Invoice
- Check Enclosed (# \_\_\_\_\_)
- Charge my:     VISA     MasterCard    Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3-Digit Code \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_