



**OREGON**  
ASSOCIATION OF  
NURSERIES™

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## NURSERY GUIDE LISTINGS

Plant, service and supply listings are an economical way to increase your exposure. Each listing is just \$4.35 for OAN members or \$15.00 for non-members.

All OAN members and previous listers will automatically receive a listing worksheet.

**To register to receive a 2011-12 Nursery Guide listing worksheet, call Debbie Hopkins at 503.682.5089 if you are not a member of OAN.**

*Worksheets are scheduled to be sent in February.*

## DISPLAY AD INSERTION ORDER

# 2011-12 OAN Nursery Guide

FORMERLY THE DIRECTORY & BUYERS GUIDE • PUBLISHED AUGUST 2011

ADVERTISER \_\_\_\_\_ CONTACT \_\_\_\_\_

AGENCY (IF APPLICABLE) \_\_\_\_\_ CONTACT \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_ E-MAIL \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**DISPLAY AD DEADLINE: MAY 2, 2011**

### AD RATES (Please check size and circle amount)

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 premium position and receive a free banner ad on [www.NurseryGuide.com](http://www.NurseryGuide.com)!

	BLACK & WHITE		FOUR COLOR		BONUS
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER	
<input type="radio"/> Full Page	\$ 879	1,077	\$ 1,910	2,483	<input type="checkbox"/> INDICATE QUANTITY
<input type="radio"/> 2/3 Page	778	950	NA		<input type="checkbox"/>
<input type="radio"/> 1/2 Horizontal	572	720	NA		<input type="checkbox"/>
<input type="radio"/> 1/2 Vertical	572	720	NA		<input type="checkbox"/>
<input type="radio"/> 1/3 Horizontal	454	576	NA		<input type="checkbox"/>
<input type="radio"/> 1/3 Vertical	454	576	NA		<input type="checkbox"/>
<input type="radio"/> 1/6 Horizontal	345	455	NA		<input type="checkbox"/>
<input type="radio"/> 1/6 Vertical	345	455	NA		<input type="checkbox"/>
<input type="radio"/> 1/12 Page	190	279	NA		<input type="checkbox"/>

PREMIUM POSITIONS (full-page, 4-color only)	BLACK & WHITE		FOUR COLOR		BONUS
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER	
<input type="radio"/> Inside Cover	NA		\$ 2,612	3,165	<input type="checkbox"/> INDICATE QUANTITY
<input type="radio"/> Back Cover	NA		5,345	6,696	<input type="checkbox"/>
<input type="radio"/> Facing Contents	NA		2,121	2,828	<input type="checkbox"/>
<input type="radio"/> Tab Page	NA		2,612	3,229	<input type="checkbox"/>

### AD MATERIALS

For ad dimensions and electronic file specifications, refer to the 2011 Exposure Kit or go online to [www.oan.org/ads2011](http://www.oan.org/ads2011). Files not meeting specifications will be converted at advertiser's expense.

Please check the box below for instructions on the ad to be placed.

- REPEAT AD
  - Last year's *Buyers Guide* ad
  - Current *Digger* ad
- ALTER AD
  - Include copy changes.
  - Production charges apply.
- COMPOSE NEW AD
  - Production charges apply.
- NEW AD TO ARRIVE BY MAY 2, 2011
  - Accepted file formats in high resolution (300 ppi):
    - PDF (embed fonts)
    - EPS
    - Photoshop TIF

**Email ads to [publications@oan.org](mailto:publications@oan.org) or access the OAN FTP site [ftp.oanshare.org](http://ftp.oanshare.org)**  
ftp.oanshare.org  
user name: publications@oanshare.org  
password: 07pubshare

### PLACEMENT REQUEST

Every effort will be made to position the ad as requested.

Preferred placement:

SECTION: \_\_\_\_\_

SUBSECTION: \_\_\_\_\_