



OREGON
ASSOCIATION OF
NURSERIES™

29751
S.W. Town Center
Loop W

Wilsonville, OR
97070

Phone
503.682.5089

Toll-Free
1.800.342.6401

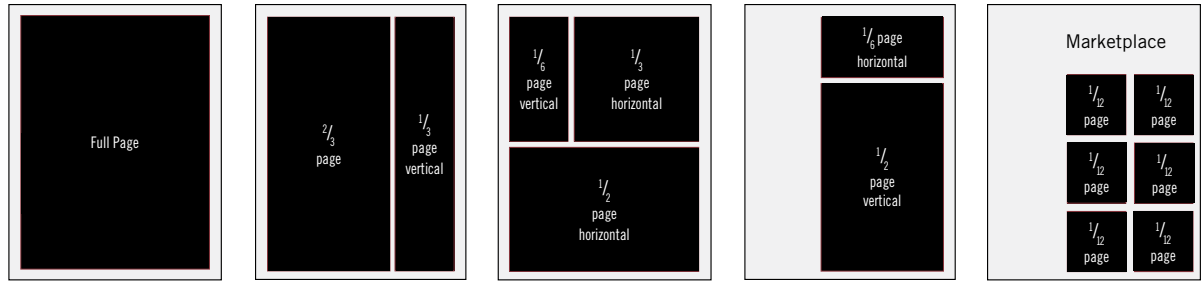
Fax
503.682.5727

Web
www.oan.org/ads2012

E-mail
ads@oan.org

2012 OAN PRINT MEDIA

Production specifications



DISPLAY AD DIMENSIONS

width x depth, in inches

Full page	7 5/16	X	10 1/8	(7.3125 x 10.125)
2/3 page	4 13/16	X	10 1/8	(4.8125 x 10.125)
1/2 page (horizontal)	7 5/16	X	4 15/16	(7.3125 x 4.9375)
1/2 page (vertical)	4 13/16	X	7 1/2	(4.8125 x 7.5)
1/3 page (horizontal)	4 13/16	X	4 15/16	(4.8125 x 4.9375)
1/3 page (vertical)	2 5/16	X	10 1/8	(2.3125 x 10.125)
1/6 page (horizontal)	4 13/16	X	2 3/8	(4.8125 x 2.375)
1/6 page (vertical)	2 5/16	X	4 15/16	(2.3125 x 4.9375)
Marketplace	2 5/16	X	2 3/8	(2.3125 x 2.375)
1/12 page (Nursery Guide only) ...	2 5/16	X	2 3/8	(2.3125 x 2.375)

SUBMITTING FILES

Electronic File Specifications

OAN publications are produced on a Macintosh platform using Adobe InDesign CS3. Please follow these guidelines when submitting your electronic files to OAN Publications.

DESKTOP FILE FORMATS The preferred format for submitted ads is a single high-resolution file [Adobe Acrobat PDF (PDF/X-1a), EPS, TIF, or INDD (any version up to CS5.5)] with all fonts and images embedded, included or turned to outlines. Full-color ads must be CMYK; black-and-white ads must be grayscale; and two-color ads must be black and spot color. **No other file formats will be accepted.**

IMAGES OAN publications are imaged at 2400 dpi (resolution), which requires graphics to be 300 ppi at actual size. Submit full-color images as CMYK PDF, TIF or EPS files. For black-and-white images, submit TIF or EPS files in grayscale. For spot-color images and ads, submit as duotone, multi-channel or PDF with only black and the spot color. Please indicate specific spot color to be used.

FONTS All fonts must be embedded or turned to outlines. If fonts must accompany the submission, please ensure that printer and screen fonts are included and that they are acceptable Macintosh platform fonts.

FILE TRANSFER Mail a CD to OAN, e-mail ads to publications@oan.org, or upload ads to the OAN FTP site:
ftp.oanshare.org
username: publications@oanshare.org
password: 07pubshare

PROOFS Please provide a proof (hard copy) for all submissions. For black-and-white submissions sent via e-mail, a faxed copy is acceptable. Mail a laser copy proof or matchprint for color ad submissions.

Production Charges

Additional charges of \$68 per hour will be incurred for alterations, resizing, producing artwork or duplications, typesetting or other production work required of submitted ad files.

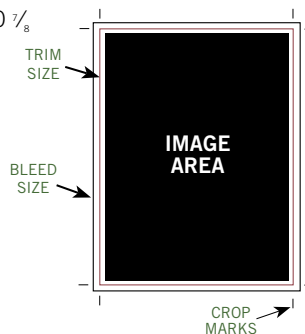
FOR ASSISTANCE, CONTACT:

OAN Publications

29751 S.W. Town Center Loop W., Wilsonville, OR 97070
503-682-5089 PORTLAND AREA • 800-342-6401 NATIONWIDE • 503-682-5727 FAX
publications@oan.org • www.oan.org • www.nurseryguide.com

TRIM SIZE 8 3/8 X 10 7/8 inches, all publications. **All live matter must be kept within 1/2 inch of trim size.**

BLEED SIZE 8 5/8 X 11 1/8 inches. Two-page spreads add 1/4 inch for gutter, all publications.



COLUMN SIZE 2 5/16 X 10 1/8 inches. Three columns per page, all publications.

PRINTING PROCESS Web offset, all publications.

BINDING

Digger – saddlestitch
Farwest Edition – perfect bind
Directory & Buyers Guide – perfect bind

NEW MEDIA SPECIFICATIONS

For specifications for New Media ads (OAN Member Update and www.nurseryguide.com), please refer to the New Media insertion order.