



Plant your brand ...

reap the rewards

2012 Exposure Opportunities — OAN Advertising and Sponsorships

“I don’t know why I would
advertise anywhere else.”

Troy Martin,
Owner, Beaverlake Nursery



OREGON
ASSOCIATION OF
NURSERIES™

Our story ...

Oregon is a leader in the U.S. nursery and greenhouse industry. It is consistently among the top three plant producers in the nation, having shipped approximately **\$740 million** worth of nursery and greenhouse plants and Christmas trees in 2009. More than **75 percent** of all Oregon-grown plants are shipped to other states — to Washington, California, the Northeast, the Atlantic states, Rocky Mountain states, the Midwest, the South, the Gulf Coast and abroad.

The Oregon Association of Nurseries is the community dedicated to the long-term success, profitability and excellence of Oregon's nursery and greenhouse industry. OAN's impact reaches far beyond its members. Its efforts to **market, educate and advocate** serve the entire industry.

Tell your story ...

For decades, nurseries and suppliers have relied on **OAN flagship events and publications** to stay **connected, profitable and in the know**. This works to your advantage:

- **Digger magazine** offers its 8,000 subscribers a monthly megadose of essential industry knowledge and the latest on new plant material. It's crucial reading for wholesale growers, retail nurseries, landscapers, educators, suppliers and other industry leaders. Distribution grows to 12,000 copies for the August Digger Farwest Edition.
- **The Farwest Show**, held in August, has become the premier nursery industry trade show. It's the place industry professionals go to look, see, touch and buy. Sponsorship of the Farwest Show and other OAN events puts your brand front and center.
- **The OAN Nursery Guide** gives users something that no one else offers – the ability to instantly locate more than 5,500 different plant varieties and cultivars, plus hundreds of supplies and services, from nearly 600 companies. In print and online, it's used every day by growers, suppliers, landscapers, retailers, and plant brokers.

Put OAN publications and events to work for you.

Plant your brand. Reap the rewards.



Digger magazine

Published monthly, including the special Farwest Edition published in August

More than 8,000 green industry professionals – growers, landscapers, retailers, plant brokers, suppliers, educators and allied professionals – subscribe to Digger every month, and 53 percent share their copy with their colleagues and friends. Distribution grows to 12,000 copies in August, with the official Farwest Edition of Digger. While more than 59 percent of Digger readers are in the Pacific Northwest, all other regions of the United States are well represented. Digger even makes its way across the world to readers in nine foreign countries.

Reach decision-makers from companies of every size

- Nearly one-third of Digger readers represent **companies with more than \$1 million in gross annual sales.**
- More than half **researched products or services** from a company website as a result of reading Digger.
- More than 40 percent have either **purchased products or services, asked questions** of the advertiser, or **requested more information.**

Digger readers identify themselves as ...

- Nursery Grower 46.4 %
- Garden Center or Retail Nursery 11.0 %
- Greenhouse Grower 10.2 %
- Landscape Architect/Designer 15.4 %
- Re-Wholesaler/Broker 8.0 %
- Allied Service or Supplier 18.6 %
- Educator/Researcher 6.2 %

*Circulation Audited by BPA, 2009

Digger subscribers are located in ...

- Pacific Northwest 59 %
- New England 10 %
- Midwest 11 %
- California and the Southwest 10 %
- South and Southeast 8 %
- Other 2 %

DIGGER ARTICLES COMING IN 2012 (All story topics subject to change)

JANUARY – State of Perfection Issue

- Profiles of Oregon-grown, family-owned nurseries
- Why plants grow better here
- Seeds

FEBRUARY

- Cedar
- Pruning equipment
- Herbicides

MARCH

- Trees for pots
- Transplanting
- Containers

APRIL – Greenhouse Issue

- Begonia
- Fertiligation
- Cooling and heating

MAY

- Dwarf conifers
- Cycle of a new plant
- Labels and tags

JUNE – Sustainability Issue

- Fern
- Alternative land uses
- Small equipment

JULY

- Columnar trees
- Inventory control
- Software

AUGUST – Farwest Edition*

- “Workhorse” perennials
- Leveling production
- Pest control

SEPTEMBER

- Peony
- Summer & winter protection
- Irrigation supplies

OCTOBER – Transportation Issue

- Euonymous
- Plant dormancy
- Shipping & logistics

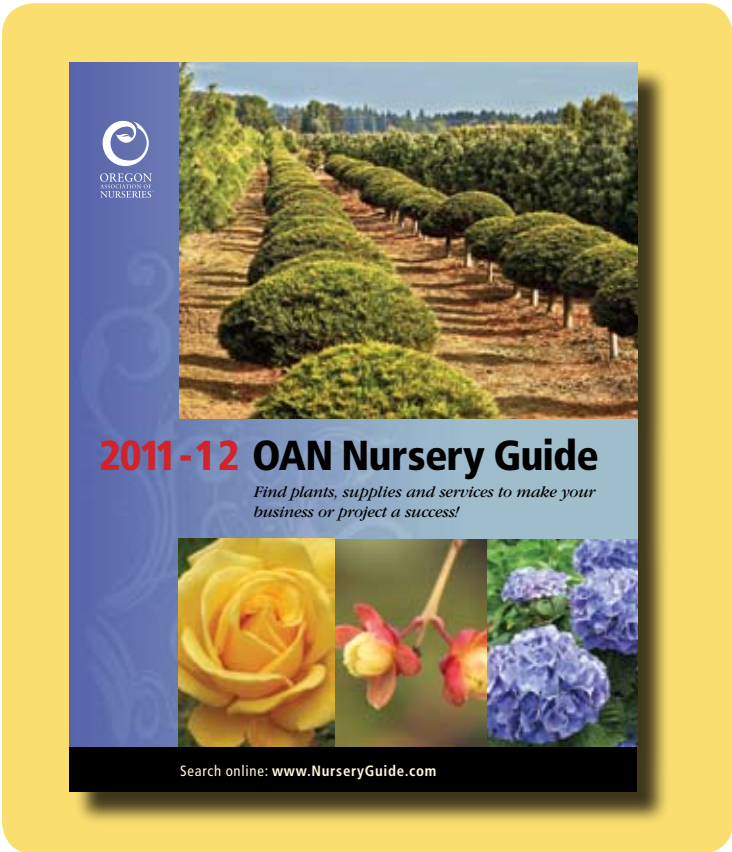
NOVEMBER

- Oregon best-sellers
- Trend-tracking
- Greenhouse systems

DECEMBER

- Red plants
- Business strategies
- Stakes & support systems

*Digger: Farwest Edition gives you increased exposure with 12,000 copies and distribution at the 2012 Farwest Show.



OAN Nursery Guide

Published yearly in August prior to the Farwest Show Wireless. Portable. Comprehensive.

The OAN Nursery Guide is the best available resource for those trying to source plants, nursery supplies and related services. This indispensable book is **distributed to 6,500 industry professionals** by mail, at the Farwest Show, and at MANTS. With 30,000 listings in nearly 6,000 different categories, it gets used all year long by growers, landscapers, suppliers, retailers and brokers.

If you want everyone to see what you're offering, advertise here.

Display ads support listings

Don't just advertise. List all of your plants, products and services! At just \$4.50 per listing for members, **it's a phenomenal value.** What's more, your products are posted online at www.nurseryguide.com for even more exposure! Listing your products is easy. You can submit your listings on paper or electronically. Workbooks are distributed in February and due May 2. OAN members automatically receive listings worksheets.

The OAN Nursery Guide is used by ...

• Growers	30 %
• Landscapers	22 %
• Services and Suppliers	17 %
• Retailers and Garden Centers	12 %
• Brokers and Re-wholesalers	7 %
• Unknown or Other	12 %

New Media

24/7 exposure at a reasonable price

Harness the power of the Internet to plant your brand every day. Nursery and greenhouse industry decision makers will view your ads, 24/7 throughout the year, and be led directly to your website:

- **www.nurseryguide.com** – It's the same great information as in the **OAN Nursery Guide** – but online! Every month, more than 20,000 nursery professionals use it to search for plants, products and services. That increases to **40,000 per month** in February, March and April.
- **Weekly OAN member newsletter** – Every week, nearly 1,400 OAN members receive the electronic *Member Update* to stay on top of what's happening with their industry and their association.



Prime Event Exposure

Sponsorship opportunities throughout the year

Sponsorships are great platforms to position your company. You'll **connect with your target audience**, expose your brand, and leverage your ad budget cost effectively.



FEBRUARY: Yard Garden & Patio Show

This consumer-oriented show gives excellent exposure to **high-income homeowners**. As a sponsor, you'll also be supporting your retail partners – something they'll appreciate when it's time to place orders!

JUNE: Duffers Classic

For 20 years, this popular golf tournament has been a great way to have fun, reconnect with old friends, and **support a strong industry voice** via the Oregon Nurseries' Political Action Committee (ONPAC).

AUGUST: Farwest Show

One of the "crown jewels" of nursery trade shows in North America, the Farwest Show is held each August at the Oregon Convention Center in Portland – right in the heart of nursery country.

- **Connect with decision makers:** 47 percent of exhibitors and 67 percent of attendees in 2011 were the business owner, president, or manager.
- **Expose your brand** to industry professionals and gain nationwide attention: in 2011 participants from 42 states and 19 countries were at the Farwest Show.
- **Leverage your advertising dollars.** In 2011, Farwest show advertising reached over 20,000 growers, 20,000 garden centers, and 10,000 landscape professionals, plus targeted individuals through social media.

Several opportunities exist for brand exposure to your target audience, including event flyers, the event website (more than 29,000 visits per year), seminar and information guide (25,000 mailed), Farwest Show Guide (12,000 printed), show mailers (25,000 mailed), event signage, and VIP hosting.



OREGON
ASSOCIATION OF
NURSERIES™

Plant your brand with OAN

Call Chris Sweet today!

503-682-5089

TOLL FREE 1-800-342-6401 / FAX 503-682-5727 / csweet@oan.org
OAN / 29751 S.W. Town Center Loop W. / Wilsonville, OR 97070
www.oan.org • <http://ads.oan.org/2011> • www.nurseryguide.com

OREGON ASSOCIATION OF NURSERIES 2012 ADVERTISING RATES

	DIGGER		FARWEST EDITION		NURSERY GUIDE
BLACK & WHITE RATES					
	Member	Nonmember	Member	Nonmember	Member
Full page	\$569	\$711	\$873	\$1,092	\$906
2/3 page	\$429	\$536	\$697	\$872	\$802
1/2 page	\$369	\$461	\$581	\$727	\$589
1/3 page	\$303	\$378	\$475	\$593	\$467
1/6 page	\$167	\$209	\$297	\$371	\$355
1/12 page	See Marketplace!		See Marketplace!		\$196
Marketplace – color	\$128	\$180	\$235	\$353	N/A
Marketplace – black	\$103	\$137	\$184	\$270	N/A
FOUR-COLOR RATES					
	Member	Nonmember	Member	Nonmember	Member
Full page	\$1,463	\$1,828	\$1,828	\$2,285	\$1,968
2/3 page	\$1,238	\$1,547	\$1,547	\$1,934	N/A
1/2 page	\$996	\$1,245	\$1,245	\$1,556	N/A
1/3 page	\$789	\$987	\$987	\$1,233	N/A
1/6 page	\$629	\$786	\$786	\$982	N/A
PREMIUM PAGE POSITIONS					
	Member	Nonmember	Member	Nonmember	Member
Inside cover	\$1,808	\$2,260	\$2,441	\$3,051	\$2,691
Back cover	\$1,941	\$2,429	\$3,124	\$3,905	\$5,505
Facing contents	\$1,709	\$2,136	N/A	N/A	\$2,184
Tab/insert page	Call	Call	Call	Call	\$2,691

DIGGER
 Frequency Discounts
 6% monthly discount
 for 12 insertions.
 4% monthly discount
 for 6x insertions.

NEW MEDIA

Member Update
 Rates are by the month.
 3 month minimum commitment

Horizontal Banner (460 x 60 pixels)
 Top of page \$311
 Other placement \$159

Vertical Banner (120 x 240 pixels)
 Top of page \$153
 Other placement \$79

Button Ad (120 x 240 pixels)
 Top of page \$90
 Other placement \$48

NurseryGuide.com
 Rates are per month.
Horizontal Banner (468 x 55 pixels)
 1 year \$86
 6 + months \$128
 3-5 months \$177

Special Services: Inserts, tip-ins and bind-ins are subject to approval. Quotes are available upon request. Bleed: No charge for bleed on full-page ads.

2012 CLASSIFIED ADVERTISING

Classified ads close the 1st of the month preceding the month of publication (e.g., Feb. 1 is the deadline for the March issue). No commissions or discounts. **Classified Line Ad: \$32 per column inch for OAN members; \$51 for nonmembers** (each line approximately 28-38 characters; approx. 7 lines per inch) **Classified Display Ad: \$42 per column inch for OAN members; \$67 for nonmembers** (production charges @ \$68 /hour if applicable)

GENERAL INFORMATION

Issues & Closing Dates

Digger – published monthly; space reservations & materials due 1st of the preceding month.

Digger: Farwest Edition – published annually in August; space reservation deadline is May 18. Ad materials due June 1.

OAN Nursery Guide – published annually in August; space reservation deadline is May 1, 2012.

Member Rates

If advertisers or representatives are OAN members at date of insertion or have membership pending, OAN member rates apply. Only current members may use the OAN logo on ads or other materials.

Rate Protection

Pre-ordered contracts are honored at the agreed-to rate through one year in advance; rates subject to increase after contracts expire.

Advertising Policies

Rates are effective Jan. 1, 2012, through Dec. 31, 2012. Rates subject to change without notice. Advertisers and/or representatives assume liability for all content of advertisements printed. OAN reserves the right to reject any materials. Circulation lists are not sold or rented.

Ad materials

For ad dimensions and file specs log onto www.oan.org/ads2012. Email ads to publications at oan.org or access the OAN ftp site: [ftp.oanshare.org](ftp://ftp.oanshare.org). Username: publications@oanshare.org. Password: 07pubshare

Billing, Terms & Cancellations

- Terms are 30 days Net.
- New customers with charges greater than \$500 are required to complete a credit application.
- Past-due accounts are subject to service charges and collection charges. Delinquent accounts will be subject to cancellation.
- Advertising cancellations five days after closing dates cannot be accepted and full rate will be billed.
- Inserts cannot be canceled after deadline.
- A 15 percent discount will be given to advertising agencies only.



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ASSOCIATION OF
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S.W. Town Center
Loop W

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Fax
503.682.5727

Web
www.oan.org/ads2012

E-mail
ads@oan.org

**BUY
MORE,
SAVE
MORE**

**FREQUENCY
DISCOUNT per month**

- 6% for 12X insertion order. (Same size ad runs in *Farwest Edition* at *Digger* rate).
- 4% for 6X insertion order (specify months).

2012 DISPLAY AD INSERTION ORDER

Digger magazine

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

AD RESERVATION & SUBMISSION DEADLINE: 1ST DAY OF THE PREVIOUS MONTH

AD RATES (Please check size and circle amount)

	BLACK & WHITE		FOUR COLOR	
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER
<input type="radio"/> Full-Page	\$ 569	713	\$ 1,463	1,828
<input type="radio"/> 2/3 Page	429	537	1,238	1,547
<input type="radio"/> 1/2 Horizontal	369	462	996	1,245
<input type="radio"/> 1/2 Vertical	369	462	996	1,245
<input type="radio"/> 1/3 Horizontal	303	378	789	987
<input type="radio"/> 1/3 Vertical	303	378	789	987
<input type="radio"/> 1/6 Horizontal	167	209	629	786
<input type="radio"/> 1/6 Vertical	167	209	629	786
<input type="radio"/> Marketplace	104	155	132	198

PREMIUM POSITIONS (full-page, 4-color only)

<input type="radio"/> Inside Cover	NA	NA	\$ 1,808	2,260
<input type="radio"/> Back Cover	NA	NA	1,941	2,426
<input type="radio"/> Facing Contents	NA	NA	1,709	2,136
<input type="radio"/> Divider Tabs – Call for prices. Subject to approval.				

PLACEMENT REQUEST

Every effort will be made to position the ad as requested; however, we cannot guarantee placement unless a premium position has been paid for.

Preferred placement: _____

CLASSIFIED ADS

CLASSIFIED LINE AD (includes employment) – \$32 per column inch for OAN members; \$51 for non-members (each line approximately 28-38 characters; approximately 7 lines per inch).

CLASSIFIED DISPLAY AD – \$42 col. inch OAN members, \$67 non-members; plus production charges at \$68/hour. Classified column width 1.6875".

COMMITMENT

(indicate months to run ad)

- | | |
|-----------------------------|-----------------------------|
| <input type="radio"/> Jan. | <input type="radio"/> July |
| <input type="radio"/> Feb. | <input type="radio"/> Aug.* |
| <input type="radio"/> March | <input type="radio"/> Sept. |
| <input type="radio"/> April | <input type="radio"/> Oct. |
| <input type="radio"/> May | <input type="radio"/> Nov. |
| <input type="radio"/> June | <input type="radio"/> Dec. |

* Submit *Digger: Farwest Edition* insertion order. Separate rates apply.

AD MATERIALS

For ad dimensions and file specs, refer to the 2012 Exposure Kit or log on to www.oan.org/ads2012. Files not meeting specs will be converted at advertiser's expense.

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

- REPEAT AD
- Current Digger ad
 - Previous Digger ad

SPECIFY MONTH/YEAR

- ALTER AD
Include copy changes.
Production charges apply.
- COMPOSE NEW AD
Production charges apply.
- NEW AD
Ads or images must be in high resolution (300 ppi):
- PDF (embed fonts)
 - EPS
 - Photoshop TIF
 - InDesign CS5.5 or earlier (package with fonts, images)

E-mail ads to publications@oan.org or access the OAN FTP site
ftp.oanshare.org
username: publications@oanshare.org
password: 07pubshare



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**SAVE
ON YOUR
FARWEST
AD!**

**FREQUENCY
DISCOUNT per month**

Advertisers that have an insertion rate of 12X with *Digger* will receive *Digger* ad rates and the 12X frequency discount of 6 percent for *Digger: Farwest Edition* ads.

2012 DISPLAY AD INSERTION ORDER

Digger: Farwest Edition
THE AUGUST ISSUE OF DIGGER MAGAZINE

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

**Space reservation deadline: May 31, 2012
Ad material deadline: June 15, 2012**

AD RATES (Please check size and circle amount)

	BLACK & WHITE		FOUR COLOR	
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER
<input type="radio"/> Full-Page	\$ 873	1,092	\$ 1,828	2,285
<input type="radio"/> 2/3 Page	697	872	1,547	1,934
<input type="radio"/> 1/2 Horizontal	581	727	1,245	1,556
<input type="radio"/> 1/2 Vertical	581	727	1,245	1,556
<input type="radio"/> 1/3 Horizontal	475	593	987	1,233
<input type="radio"/> 1/3 Vertical	475	593	987	1,233
<input type="radio"/> 1/6 Horizontal	297	371	786	982
<input type="radio"/> 1/6 Vertical	297	371	786	982
<input type="radio"/> Marketplace	190	285	242	362

PREMIUM POSITIONS (full-page, 4-color only)

<input type="radio"/> Inside Cover	NA	NA	\$ 2,441	3,051
<input type="radio"/> Back Cover	NA	NA	3,124	3,905
<input type="radio"/> Divider Tabs – Call for prices. Subject to approval.				

PLACEMENT REQUEST

Every effort will be made to position the ad as requested; however, we cannot guarantee placement unless a premium position has been paid for.

Preferred placement: _____

CLASSIFIED ADS

CLASSIFIED LINE AD (includes employment) – \$32 per column inch for OAN members; \$51 for non-members (each line approximately 28-38 characters; approximately 7 lines per inch).

CLASSIFIED DISPLAY AD – \$42 col. inch OAN members, \$67 non-members; plus production charges at \$68/hour. Classified column width 1.6875”.

AD MATERIALS

For ad dimensions and file specs, refer to the 2012 Exposure Kit or log on to www.oan.org/ads2012. Files not meeting specs will be converted at advertiser's expense.

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

- REPEAT AD
 - Current Digger ad
 - Previous Digger ad

SPECIFY MONTH/YEAR

- ALTER AD
 - Include copy changes.
 - Production charges apply.
- COMPOSE NEW AD
 - Production charges apply.
- NEW AD TO ARRIVE BY JUNE 1, 2012
 - Ads or images must be in high resolution (300 ppi):
 - PDF (embed fonts)
 - EPS
 - Photoshop TIF
 - InDesign CS5.5 or earlier (package with fonts, images)

E-mail ads to publications@oan.org or access the OAN FTP site ftp.oanshare.org
username: publications@oanshare.org
password: 07pubshare



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2012 DISPLAY AD INSERTION ORDER

OAN New Media

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

RATES & SPECIFICATIONS

Member Update (Please check size and circle amount)

(For Member Update only)

DISCOUNT AVAILABLE for ads placed by the year

- Member Update is the OAN's weekly electronic newsletter published at least four times each month.
- Rates for the weekly Member Update are by the month (3 month minimum requirement). Sign up for a year and receive a 4 percent discount.
- Member Update ads link to your website.

HORIZONTAL BANNER (460 by 60 pixels)

<input type="radio"/> Top of the page	\$311
<input type="radio"/> Other placement	\$159

VERTICAL BANNER (120 by 240 pixels)

<input type="radio"/> Top of the page	\$153
<input type="radio"/> Other placement	\$79

BUTTON AD (120 by 90 pixels)

<input type="radio"/> Top of the page	\$90
<input type="radio"/> Other placement	\$48

top of page horizontal banner (460 by 60 pixels) \$311	Vertical Banner \$153
	Button \$90
other placement horizontal banner (460 by 60 pixels) \$159	Vertical Banner \$79
	Button \$48

NurseryGuide.com (Please check size and circle amount)

- Banner ads rotate randomly as users search by plant name, product, service, or company name.
- Rates for NurseryGuide.com are monthly.
- NurseryGuide.com ads link to your website.

HORIZONTAL BANNER (468 by 55 pixels)

<input type="radio"/> 1 year	\$86
<input type="radio"/> 6 months	\$128
<input type="radio"/> 3-5 months	\$177

PREFERRED START DATE: ___/___/___*

WEB ADDRESS FOR LINK: _____

* Actual start date depends on space availability and time ad is received by OAN.

AD MATERIALS

Ads should be submitted as .png, .jpg or .gif files at the dimensions listed at left. Animated gifs not accepted. 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
 - Existing Member Update ad
 - Existing NurseryGuide.com ad
- ALTER AD
 - Include copy changes.
 - Production charges apply.
- COMPOSE NEW AD
 - Production charges apply.
- NEW AD PROVIDED BY CLIENT



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NURSERY GUIDE LISTINGS

Plant, service and supply listings are an economical way to increase your exposure. Each listing is just \$4.50 for OAN members.

Electronic workbooks are scheduled to be sent in February.

DISPLAY AD INSERTION ORDER

2012-13 OAN Nursery Guide

PUBLISHED AUGUST 2012

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

DISPLAY AD DEADLINE: MAY 1, 2012

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!

	BLACK & WHITE OAN MEMBER	FOUR COLOR OAN MEMBER	BONUS INDICATE QUANTITY
<input type="radio"/> Full Page	\$ 906	\$ 1,968	<input type="checkbox"/>
<input type="radio"/> 2/3 Page	802	NA	<input type="checkbox"/>
<input type="radio"/> 1/2 Horizontal	589	NA	<input type="checkbox"/>
<input type="radio"/> 1/2 Vertical	589	NA	<input type="checkbox"/>
<input type="radio"/> 1/3 Horizontal	467	NA	<input type="checkbox"/>
<input type="radio"/> 1/3 Vertical	467	NA	<input type="checkbox"/>
<input type="radio"/> 1/6 Horizontal	355	NA	<input type="checkbox"/>
<input type="radio"/> 1/6 Vertical	355	NA	<input type="checkbox"/>
<input type="radio"/> 1/12 Page	196	NA	<input type="checkbox"/>

	BLACK & WHITE OAN MEMBER	FOUR COLOR OAN MEMBER	BONUS INDICATE QUANTITY
PREMIUM POSITIONS (full-page, 4-color only)			
<input type="radio"/> Inside Cover	NA	\$ 2,691	<input type="checkbox"/>
<input type="radio"/> Back Cover	NA	5,505	<input type="checkbox"/>
<input type="radio"/> Facing Contents	NA	2,184	<input type="checkbox"/>
<input type="radio"/> Tab Page	NA	2,691	<input type="checkbox"/>

AD MATERIALS

For ad dimensions and file specs, refer to the 2012 Exposure Kit or log on to www.oan.org/ads2012. Files not meeting specs 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 *Nursery 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 1, 2012
 - Ads or images must be in high resolution (300 ppi):
 - PDF (embed fonts)
 - EPS
 - Photoshop TIF
 - InDesign CS5.5 or earlier (package with fonts, images)

E-mail ads to publications@oan.org or access the OAN FTP site
ftp.oanshare.org
username: publications@oanshare.org
password: 07pubshare

PLACEMENT REQUEST

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

Preferred placement:

SECTION: _____

SUBSECTION: _____



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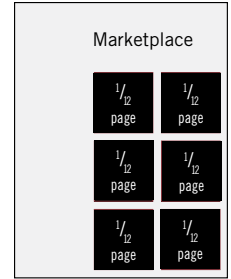
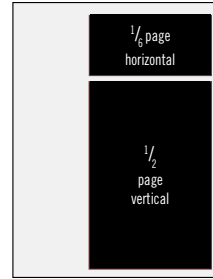
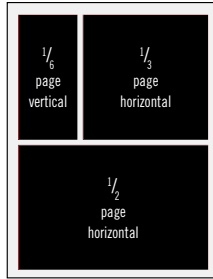
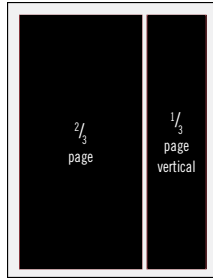
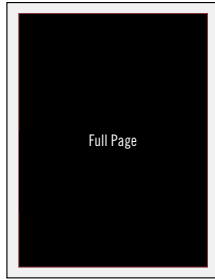
Fax
503.682.5727

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.

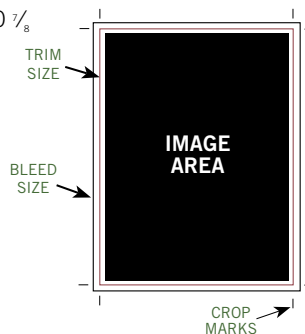
FOR ASSISTANCE, CONTACT:

OAN Publications

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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 ³/₈ 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.