



**OREGON**  
ASSOCIATION OF  
NURSERIES™

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**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).

2010 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: 1<sup>ST</sup> 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	\$ 548	659	\$ 1,406	1,687
<input type="radio"/> 2/3 Page	413	500	1,190	1,428
<input type="radio"/> 1/2 Horizontal	355	434	957	1,149
<input type="radio"/> 1/2 Vertical	355	434	957	1,149
<input type="radio"/> 1/3 Horizontal	291	352	759	911
<input type="radio"/> 1/3 Vertical	291	352	759	911
<input type="radio"/> 1/6 Horizontal	160	212	604	725
<input type="radio"/> 1/6 Vertical	160	212	604	725
<input type="radio"/> Marketplace	101	133	127	174

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

<input type="radio"/> Inside Cover	NA	NA	\$ 1,721	2,073
<input type="radio"/> Back Cover	NA	NA	1,848	2,238
<input type="radio"/> Facing Contents	NA	NA	1,627	2,022

Divider Tabs – Call for prices. Subject to approval.

Spot Color: \$310 Member/ \$370 Nonmember  
Cost is per color, per page, in addition to ad cost.

**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)** – \$29 per column inch for OAN members; \$45 for non-members (each line approximately 28-38 characters; approximately 7 lines per inch).

**CLASSIFIED DISPLAY AD** – \$38.50 col. inch OAN members, \$52 non-members; plus production charges at \$65/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 electronic file specifications, refer to the 2010 Exposure Kit or go online to <http://ads.oan.org>. 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
- 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  
Preferred file formats in high resolution (300 ppi):
- PDF (embed fonts)
  - EPS
  - Photoshop TIF

**E-mail ads to [publications@oan.org](mailto:publications@oan.org) or access the OAN FTP site <ftp://oanshare.org>**  
username: [publications@oanshare.org](mailto:publications@oanshare.org)  
password: 07Pubshare