



OREGON
ASSOCIATION OF
NURSERIES™

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www.oan.org/ads2012

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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 18, 2012
Ad material deadline: June 1, 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