



OREGON
ASSOCIATION OF
NURSERIES™

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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.

2010 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 and ad material deadline:
June 1, 2010**

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	\$ 831	1,005	\$ 1,757	2,109
<input type="radio"/> 2/3 Page	664	794	1,488	1,785
<input type="radio"/> 1/2 Horizontal	553	677	1,197	1,436
<input type="radio"/> 1/2 Vertical	553	677	1,197	1,436
<input type="radio"/> 1/3 Horizontal	452	545	949	1,138
<input type="radio"/> 1/3 Vertical	452	545	949	1,138
<input type="radio"/> 1/6 Horizontal	282	370	755	907
<input type="radio"/> 1/6 Vertical	282	370	755	907
<input type="radio"/> Marketplace	181	262	230	343

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

<input type="radio"/> Inside Cover	NA	NA	\$ 2,323	3,121
<input type="radio"/> Back Cover	NA	NA	2,974	3,801

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”.

**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
 - Last year's Farwest Edition ad
 - Current Digger ad
- ALTER AD
 - Include copy changes.
 - Production charges apply.
- COMPOSE NEW AD
 - Production charges apply.
- NEW AD TO ARRIVE BY JUNE 1, 2010
 - Preferred file formats in high resolution (300 ppi):
 - PDF (embed fonts)
 - EPS
 - Photoshop TIF

Email ads to publications@oan.org or access the OAN FTP site <ftp.oanshare.org>
username: publications@oanshare.org
password: 07pubshare