



OREGON
ASSOCIATION OF
NURSERIES™

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NURSERY GUIDE LISTINGS

Plant, service and supply listings are an economical way to increase your exposure. Each listing is just \$4.35 for OAN members or \$15.00 for non-members.

All OAN members and previous listers will automatically receive a listing workbook.

To register to receive a 2011 Buyers Guide listing workbook, call Debbie Hopkins at 503.682.5089 if you are not a member of OAN.

Workbooks are scheduled to be mailed in February.

DISPLAY AD INSERTION ORDER

2011 OAN Nursery Guide

FORMERLY THE DIRECTORY & BUYERS GUIDE • PUBLISHED AUGUST 2010

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

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

AUTHORIZED SIGNATURE _____ DATE _____

DISPLAY AD DEADLINE: MAY 3, 2010

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		FOUR COLOR		BONUS
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER	
<input type="radio"/> Full Page	\$ 871	1,046	\$ 1,891	2,459	<input type="checkbox"/>
<input type="radio"/> 2/3 Page	771	922	NA		<input type="checkbox"/>
<input type="radio"/> 1/2 Horizontal	567	699	NA		<input type="checkbox"/>
<input type="radio"/> 1/2 Vertical	567	699	NA		<input type="checkbox"/>
<input type="radio"/> 1/3 Horizontal	449	559	NA		<input type="checkbox"/>
<input type="radio"/> 1/3 Vertical	449	559	NA		<input type="checkbox"/>
<input type="radio"/> 1/6 Horizontal	342	441	NA		<input type="checkbox"/>
<input type="radio"/> 1/6 Vertical	342	441	NA		<input type="checkbox"/>
<input type="radio"/> 1/12 Page	189	271	NA		<input type="checkbox"/>

PREMIUM POSITIONS (full-page, 4-color only)	BLACK & WHITE		FOUR COLOR		BONUS
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER	
<input type="radio"/> Inside Cover	NA		\$ 2,561	3,073	<input type="checkbox"/>
<input type="radio"/> Back Cover	NA		5,240	6,501	<input type="checkbox"/>
<input type="radio"/> Facing Contents	NA		2,079	2,746	<input type="checkbox"/>
<input type="radio"/> Tab Page	NA		2,561	3,135	<input type="checkbox"/>

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 *Buyers 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 3, 2010
 - Accepted 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](ftp://oanshare.org)
 ftp.oanshare.org
 user name: publications@oanshare.org
 password: 07Pubshare

PLACEMENT REQUEST

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

Preferred placement:

SECTION: _____

SUBSECTION: _____