OAN Nursery Guide 2017–18

DISPLAY AD INSERTION ORDER

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

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

AUTHORIZED SIGNATURE _____ DATE _____

Published annually in August.

DUE DATE
Space reservation and ad materials due **May 1, 2017.**

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 4-color full page ad and receive a free results page premium or leaderboard ad for one month on www.NurseryGuide.com!

2017 AD RATES (Please check size and circle amount)

		BLACK & WHITE		FOUR COLOR		BONUS
		OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER	INDICATE QUANTITY
❑	Full Page	$981	$1,274	$2,131	$2,797	☐
❑	2/3 Page	868	1,123	n/a	n/a	☐
❑	1/2 Horizontal	638	851	n/a	n/a	☐
❑	1/2 Vertical	638	851	n/a	n/a	☐
❑	1/3 Horizontal	516	681	n/a	n/a	☐
❑	1/3 Vertical	516	681	n/a	n/a	☐
❑	1/6 Horizontal	392	538	n/a	n/a	☐
❑	1/6 Vertical	392	538	n/a	n/a	☐
❑	1/12 Page	216	329	n/a	n/a	☐
PREMIUM POSITIONS (full-page, 4-color only)						
❑	Inside Cover	n/a	n/a	$2,913	$3,787	☐
❑	Back Cover	n/a	n/a	5,959	7,747	☐
❑	Facing Contents	n/a	n/a	2,364	3,072	☐
❑	Divider Tabs	n/a	n/a	2,856	3,786	☐

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.

Section: _____

Subsection: _____

AD MATERIALS

For ad dimensions and file specs, refer to the 2017 Media Kit or log on to **www.oan.org/ads**.

Please check the box below that best reflects 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 MAY 1, 2017
Ads or images must be in high resolution (300 ppi):
- PDF (embed fonts)
- EPS
- Photoshop TIF
- InDesign (any version) — packaged with fonts, images

SUBMIT ADS

Email ads to **ads@oan.org**.
Large files can be sent via www.WeTransfer.com or www.DropSend.com.
Use ads@oan.org as the recipient.

NURSERY GUIDE LISTINGS

Plant, service and supply listings are an economical way to increase your exposure. The more you buy, the cheaper your rate. Log on to **www.NurseryGuide.com** for details and to get started.

OREGON ASSOCIATION OF NURSERIES™

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