

OAN Nursery Guide 2015-16

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, 2015.**

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 leader-board ad for one month on www.NurseryGuide.com!

2015 AD RATES (Please check size and circle amount)

	BLACK & WHITE		FOUR COLOR		BONUS
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER	INDICATE QUANTITY
<input type="checkbox"/> Full Page	\$943	\$1,201	\$2,048	\$2,636	<input type="checkbox"/>
<input type="checkbox"/> 2/3 Page	834	1,059	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/2 Horizontal	613	802	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/2 Vertical	613	802	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/3 Horizontal	491	642	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/3 Vertical	491	642	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/6 Horizontal	373	507	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/6 Vertical	373	507	n/a	n/a	<input type="checkbox"/>
<input type="checkbox"/> 1/12 Page	206	310	n/a	n/a	<input type="checkbox"/>

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

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,800	\$3,605	<input type="checkbox"/>
<input type="checkbox"/> Back Cover	n/a	n/a	5,728	7,374	<input type="checkbox"/>
<input type="checkbox"/> Facing Contents	n/a	n/a	2,273	2,924	<input type="checkbox"/>
<input type="checkbox"/> Divider Tabs	n/a	n/a	2,800	3,604	<input type="checkbox"/>

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 2015 Media Kit or log on to www.oan.org/ads2015. Files not meeting specs will be converted at advertiser's expense.

Please check the box below that best reflects the ad to be placed.

- REPEAT AD
 Current ad
 Previous ad

SPECIFY PUBLICATION / DATE _____

- ALTER AD
 Include copy changes.
 Production charges apply.

- COMPOSE NEW AD
 Production charges apply.

- NEW AD TO ARRIVE BY
MAY 1, 2015

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)

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™

www.oan.org/ads2015 | ads@oan.org
 29751 S.W. Town Center Loop West, Wilsonville, OR 97070
 503.682.5089 | 1.800.342.6401 | FAX 503.682.5727