

Oregon Seed MAGAZINE

A Publication of the Oregon Seed Council



RATE CARD

Oregon Seed MAGAZINE

Oregon Seed Magazine is published three times yearly by the Oregon Seed Council, in cooperation with Oregon's grass seed commissions. Articles and columns cover the most current information on topics of importance to growers, the seed trade and others who value this industry. No other publication specifically targets Oregon grass seed growers. If you're interested in marketing directly to growers and others who depend on this industry, this is a unique and cost effective opportunity.











AD RESERVATION & SUBMISSION DEADLINES

ISSUE	ISSUE DATE	CLOSING DATE FOR AD SPACE TO BE RESERVED	ELECTRONIC ADVERTISING DUE
WINTER	February 1	December 13	December 20
SPRING	May 15	March 22	March 28
FALL	October 1	August 16	August 27

CIRCULATION:

Oregon Seed Magazine is circulated free to grass seed growers, members of the Oregon Seed Council, industry professionals and others who value the Oregon seed industry.
Total: 2,000

AD SIZES:

	Full page w/bleeds: 8.5 x 11 trim (+.125" bleeds around)		Full page no bleed: 7.5 x 9.875
	2/3 page vertical: 4.9375 x 9.875		1/2 page vertical: 4.9375 x 7.375
	1/2 page horizontal: 7.5 x 4.875		1/3 page horizontal: 7.5 x 3.25
	1/6 page horizontal: 4.9375 x 2.5		1/6 page vertical: 2.375 x 4.875

AD RATES

	BLACK & WHITE	FOUR COLOR
Full Page	\$ 541	\$ 997
2/3 Page	\$ 406	\$ 833
1/2 Page Horizontal	\$ 348	\$ 721
1/2 Page Vertical	\$ 348	\$ 721
1/3 Page Horizontal	\$ 284	\$ 612
1/6 Page Horizontal	\$ 153	\$ 479
1/6 Page Vertical	\$ 153	\$ 479
PREMIUM POSITIONS (Full page, 4 color only)		
Inside Front Cover	N/A	\$ 1,312
Inside Back Cover	N/A	\$ 1,312
Back Cover	N/A	\$ 1,439
Center Spread	N/A	\$ 2,449

FREQUENCY DISCOUNT PER INSERTION

6% for 6x insertion order.
4% for 3x insertion order.

CLASSIFIED ADS:

No discount, payable in advance.
Per insertion of 50 words or less: \$25
Over 50 word limit, per word: \$.50
Deadline: 1st of month preceding issue date

MECHANICAL REQUIREMENTS:

The preferred format for submitted ads is a single high-resolution file (300ppi) (Adobe Acrobat PDF, EPS, jpg or TIF) with all fonts and images embedded, included or turned to outlines. Full-color ads must be CMYK and black-and-white ads must be grayscale. No other file formats will be accepted.

Fonts: All fonts must be embedded or turned to outlines. If fonts must accompany the submission, please ensure that printer and screen fonts are included and that they are acceptable Macintosh platform fonts.

There will be a production charge for files received in programs other than InDesign, Illustrator, Photoshop or Acrobat. Files not meeting specifications will be converted at advertiser's expense.

Submission:

Email ads smaller than 10 MB to design@ostlund.com. Ads larger than 10 MB should be sent by disk or secure online file sharing service such as Dropbox or Google Drive.

Help:

Questions about how to submit your file?
Contact design@ostlund.com for assistance.

Legal Statement: Advertiser assumes full liability for their advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement.

Oregon Seed Magazine is a publication of the Oregon Seed Council. The Oregon Seed Council is a trade association comprised of seed farmers as well as seed marketers, brokers, researchers and the Oregon Department of Agriculture.

OREGON SEED MAGAZINE

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