

Advertiser _____ Contact _____

Agency (if applicable) _____ Contact _____

Billing address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Authorized Signature _____ Date _____

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.

AD RESERVATION & SUBMISSION DEADLINES

(Please check issues)

ISSUE	CLOSING DATE FOR AD SPACE TO BE RESERVED	ELECTRONIC ADVERTISING DUE
<input type="radio"/> FEBRUARY 1	December 13	December 20
<input type="radio"/> MAY 15	March 22	March 28
<input type="radio"/> OCTOBER 1	August 16	August 27

AD RATES (Please check size and circle amount)

	BLACK & WHITE	FOUR COLOR
<input type="radio"/> Full Page	\$ 541	\$ 997
<input type="radio"/> 2/3 Page	\$ 406	\$ 833
<input type="radio"/> 1/2 Page Horizontal	\$ 348	\$ 721
<input type="radio"/> 1/2 Page Vertical	\$ 348	\$ 721
<input type="radio"/> 1/3 Page Horizontal	\$ 284	\$ 612
<input type="radio"/> 1/3 Page Vertical	\$ 284	\$ 612
<input type="radio"/> 1/6 Page Horizontal	\$ 153	\$ 479
<input type="radio"/> 1/6 Page Vertical	\$ 153	\$ 479

PREMIUM POSITIONS (Full page, 4 color only)

<input type="radio"/> Inside Front Cover	N/A	\$ 1,312
<input type="radio"/> Back Cover	N/A	\$ 1,439

Spot Color: \$200, cost is per color, per page, in addition to ad cost.

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

OREGON SEED MAGAZINE

P.O. Box 3366, Salem, OR 97302 • 503-364-3346 • www.oregonseedcouncil.org

MECHANICAL REQUIREMENTS:

- 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: 7.375 x 4.9375
- 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

The preferred format for submitted ads is a single high-resolution file (Adobe Acrobat PDF, EPS or TIF) with all fonts and images embedded, included or turned to outlines. Full-color ads must be CMYK; black-and-white ads must be grayscale; and two-color ads must be black and spot color. 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, Quark, Photoshop or Acrobat. 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**
 - Current OSM ad
 - Previous OSM ad

Specify Month/Year _____

- ALTER AD**
Include copy changes.
Production charges apply.

- COMPOSE NEW AD**
Production charges apply.

- NEW AD**
Preferred file formats in resolution (300ppi):
 - PDF (embedded fonts)
 - EPS
 - Photoshop TIF

Email ads to design@ostlund.com

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