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FACT SHEET: OEDA NEWSLETTER and MEMBERSHIP DIRECTORY

Excellent Advertising Values

The *OEDA Newsletter* and *OEDA Membership Directory* are excellent vehicles to make your services and/or products visible to the leading dealers in Ohio's construction and industrial equipment industries. Circulation is mailed to construction and industrial equipment distributors in Ohio, as well as to suppliers from whom they buy – more than 100 bonafide industry contacts in all. The *OEDA Newsletter* is published on a non-scheduled basis, on a monthly basis; the *OEDA Membership Directory*, annually. Using these publications can maximize your return on advertising investment.

Advertising Rates

Rates are based on camera-ready copy and black ink only.

Size 1 time 3 times 6 times 12 times

Newsletter:

Full page \$250.00 . . \$232.50 . \$225.00 . \$212.50

Half page 165.00 . . . 153.45 . . 148.50 . . 140.25

Preprinted insert 300.00 . . . 279.00 . . 270.00 . . 255.00

Multiple ad insertions must be published in a 12-month period.
Discounts not applicable to additional charges and material charges.

Membership Directory:

Full page \$325.00

Half page 195.00

Preprinted insert 435.00

Additional Charges

Color: Standard CMYK, \$200, frequency discounts will apply
Composition charged at OEDA's cost

Discounts

No agency commissions are allowed.

Format

8½" x 11" finished page size. (Publication is printed on 11" x 17" paper, saddle stapled, and folded .)

Ad Format

Full page: 7½" wide x 10"; no edge-bleeds are permitted.

Half page: 7½" wide x 5" or 3¾" x 10"; no edge-bleeds are permitted.

Color

Publisher's standard colors: red, blue, green, and yellow are available for single or multiple color ads. Custom colors are also available (specify PMS number.)

Material Requirements

Offset printing is used in production.

PREFERRED: Digital files, saved as PDF, TIFF, or in native applications: InDesign, PageMaker or Freehand. Include all screen and printer fonts, and all linked files (.eps, .tif). Pantone color must be CMYK mode. Color images in CMYK 300dpi resolution.

ALSO ACCEPTED (for black-and-white only): Photo-ready copy. Mats not accepted. Halftone values up to 133 lines are acceptable .

Preprinted Inserts

Preprinted inserts (front and/or back) will be included, unbound, with mailing. Inserts must be the same format specifications (8½" x 11") and submitted unfolded. Supply 150 copies by closing date.

Closing date

Advertising material must be received by the 10th of the month prior to publication date. Newsletters are published monthly, and the Membership Directory is usually published in May.

Contract Copy Regulations

Copy Acceptance—Publisher reserves the right to reject any advertising.

Advertising Responsibility—Advertisements are accepted and published upon the representations that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless the publisher from any loss or expense resulting from claims or suits based upon the contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.

Association Contact

For more information or to reserve your space, contact Dennis Alford in the Association office, or email at dalford@amgllcusa.com. We will be happy to help you take advantage of these benefits. Copy must be received in our office by the closing date.