



P.O. Box 68 Dublin, Ohio 43017 614-889-1309 Fax: 614-889-0463
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2008 Membership & Services Directory

Looking for a fast, easy way to effectively connect with construction equipment dealers in Ohio?

The "2008 OEDA Membership Directory" may be just what you've been looking for! This compact, yet highly visible Directory is reviewed immediately when received --- and it's constantly referred to throughout the year. This is especially true because, in addition to your advertisement, it's jammed packed with vital facts that dealers need to know.

Here are some the key features of the 2008 edition:

- ✍ Membership Directory
 - ✍ Distributor members listed alphabetically and by county and city
 - ✍ Allied members listed alphabetically
 - ✍ OEDA Board of Directors, committees, and staff
 - ✍ "FastFacts" Information Service index
 - ✍ Information on Association hotlines and other vital stats
 - ✍ **Your advertisement describing your services!***
- ✍ Member Services Directory
 - ✍ A complete catalog of Association services for members



If you want to target equipment distributors in Ohio – this is the publication for you!

We have discovered that your ads will be close at hand all year long. We know this binder maintains a prominent position in every OEDA member throughout Ohio...our Field Services Director sees to that!

How do you reserve your space?

This part is fast and easy, too. The enclosed fact sheet has all the information you need – advertising rates, advertising specifications, and an advertising agreement, complete with information on how to be sure your company is listed in the Directory as an Allied member.

The closing date for advertising is March 15, 2008. Publication is scheduled for late April. For more information, call Bill Garling, at 614.889.1309, fax your request to 614.889.0463, or send an email to bgarling at amgllcusa.com for a prompt return phone call.

* Just complete the enclosed agreement and send ad your copy by March 15, 2008. You will be billed following publication.



2008 Membership Directory

! Advertising Rates

! Advertising Specifications

! Advertising Agreement

! Closing Date:
March 15, 2008

Directory Distribution

The Directory is mailed to all construction and industrial equipment distributor-members in Ohio, as well as Allied members.

Directory Rates

The following rates are based on camera-ready copy or negatives and black ink only.

Full page \$295
 Half page \$175
 Preprinted insert (two sided) \$395

Spot color: Standard colors (red, blue, green, yellow) in addition to black \$100 each

Composition & Art charged at OEDA's cost

Directory Specifications

Format

8½" x 11" overall page size on 3-hole punch paper

Ad Format

Full page: 7½" wide x 10" No bleeds
 Half page: 7½" wide x 5" are permitted.

Material Requirements

Offset printing is used in production.

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

Complete original 133 line screen film negatives, right reading, emulsion side down. Film must be clear base and dimensionally stable

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

Color

Publishers's standard colors: red, blue, green, and yellow are available for spot color on ads. Custom colors are also available (specify PMS number.)

Discounts

No agency commissions are allowed.

Preprinted Inserts

Preprinted inserts (front and back) must be the same format as directory specifications (8½" x 11"). Supply 200 *unfolded* copies by the closing date.

Directory Agreement

We hereby reserve space and authorize you to publish our advertisement in the 2007 edition of the Ohio Equipment Distributors Association Membership Directory as follows:

_____ Full Page	\$295 each
_____ Half Page	\$175 each
_____ Preprinted Insert	\$395 each
G Color(s) please specify:	\$100 each

_____ Format instructions

G Use the same copy as last year

G Use the copy and layout enclosed

G Use the copy and layout to be forwarded before the closing date of March 15, 2008.

Company name _____

Billing address _____

City, state, zip _____

Authorized by _____

Print name

Signature

G Please send me information about membership.

Return to:

Bill Garling
 Ohio Equipment Distributors Association
 6124 Avery Rd., P.O. Box 68, Dublin OH 43017
 Phone: 614.889.1309 • Fax: 614.889.0463
[bgarling at amgllcusa.com](mailto:bgarling@amgllcusa.com)

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