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## FACT SHEET: OEDA NEWSLETTER

*An Excellent Advertising Value*

The *OEDA Newsletter* is an excellent vehicle to make your services and/or products visible to the leading dealers Ohio's construction and industrial equipment industries. The entire 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 are made by this Association release. The *OEDA Newsletter* is published on a non-scheduled basis, usually with one issue each month.

### Newsletter Rates

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

Full page .....	\$225
Half page .....	\$145
Preprinted insert .....	\$295

### Additional Charges

Publisher's standard red, blue, green, yellow in place of or in addition to black .....

Composition .....

### 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.

### Material Requirements

Offset printing is used in production.  
PREFERRED: Digital files, saved as PDF, TIFF, or in native applications: 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.

### 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.)

### Preprinted Inserts

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

### Discounts

No agency commissions are allowed.  
Multiple insertion discount schedule: 3 times, 7%; 6 times, 10%; 12 times, 15%.  
Multiple ad insertions must be published in 12-month period. Discounts not applicable to additional charges and material charges. Call for specifications.

### Closing date

Advertising material must be received by the 20th of the month prior to publication date.

### 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 Bill Garling in the Association office, or email at [bgarling@amgllcusa.com](mailto:bgarling@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.