



## Ohio-Michigan Equipment Dealers Association

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### FACT SHEET:

## OMEDA NEWSLETTER and MEMBERSHIP DIRECTORY

*Excellent Advertising Values*

The *Front Office Facts* newsletter and *OMEDA Membership Directory* are excellent vehicles to make your services and/or products visible to the leading dealers in the lawn & garden, agricultural, and industrial equipment in Ohio and Michigan. Circulation goes to power equipment retailers in Ohio and Michigan, and to suppliers from whom they buy. – nearly 700 bonafide industry contacts in all. Newsletters are published on a non-scheduled monthly basis; the Directory, annually. In addition, two mailings to non-members are typically made every year. Using these publications can maximize your return on advertising investment.

### Advertising Rates

Rates are based on you providing digital files.

#### Newsletter:

Size . . . . . 1 time . . . . . 3 times . . . . . 6 times . . . . . 12 times

Full page . . . . . \$310.00 . . . \$288.30 . . . \$279.00 . . . \$263.50

Half page . . . . . 195.00 . . . 181.35 . . . 175.50 . . . 165.75

Quarter page . . . . . 115.00 . . . 106.95 . . . 103.50 . . . 97.75

Preprinted insert . . . 410.00 . . . 381.30 . . . 369.00 . . . 348.50

Multiple ad insertions must be published in a 12-month period.

Discounts not applicable to additional charges and material charges.

#### Membership Directory:

Full page . . . . . \$425.00

Half page . . . . . 285.00

Quarter page . . . . . 185.00

Preprinted insert . . . . . 525.00

### Additional Charges

Color: All ads include free standard color.

Composition . . . . . charged at OMEDA's cost.

### Discounts

Frequency discounts available. No agency commissions are allowed.

### Format

Members have their choice of receiving the newsletter electronically as a PDF or as a printed version. Printed newsletters are produced on 11" x 17" paper, saddle stapled, and folded. All members receive a printed Membership Directory which is printed on 8½" x 11" paper with GBC binding.

### 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

Standard CMYK. Must be submitted as digital files. See preferred mechanical requirements.

### Material Requirements

Color laser printing is used in production.

**PREFERRED:** Digital files, saved as PDF, TIFF, or in native applications: InDesign, Illustrator, PageMaker or Freehand. Include all screen and printer fonts, and all linked files (.eps, .tif).

**COLOR:** Standard CMYK. Must be submitted as digital files, 300dpi resolution.

### 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. Non-member mailings are generally mailed in January and September.

### 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.