



2010 OMEDA Membership Directory

Advertising Rates Advertising Specifications Advertising Agreement

Closing Date: April 23, 2010

Directory Distribution

The Directory is mailed to all ag, outdoor power and industrial equipment members in Ohio and Michigan, as well as Associate members. Publication date is scheduled for May 10, 2010.

Directory Rates

The following rates are based on digital files and black ink only.

Full page	\$425
Half page	\$285
Quarter page	\$185
Preprinted insert (two sided)	\$525

Additional Charges

Color: standard CMYK, \$200 extra, digital files required.
Composition: charged at OMEDA's cost.

Directory Requirements

Format

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

Ad Format

Full page:	7½" wide x 10" (No bleeds are permitted.)
Half page:	7½" wide x 5"
Quarter page:	3¾" wide x 5"

Copy Regulations & Advertising Responsibility

Publisher reserves the right to reject any advertising. All 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.

Material Requirements

Offset printing is used in production.

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.

Color

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

Preprinted Inserts

Preprinted inserts (front and back) must be the same format as directory specifications (8½" x 11") and submitted unfolded. Supply 800 copies by the closing date.

Discounts

No agency commissions are allowed.

Association Contact

Return to: Dennis Alford
Ohio-Michigan Equipment Dealers Association
6124 Avery Rd.
PO Box 68
Dublin OH 43017
Phone: 614.889.1309
Fax: 614.889.0463
Email: dalford@amgllcusa.com

----- Directory Advertising Agreement -----

We hereby reserve space and authorize you to publish our advertisement in the OMEDA 2010 Membership Directory as follows:

_____ Full Page.....	\$425 each
_____ Half Page.....	\$285 each
_____ Quarter Page.....	\$185 each
_____ Preprinted Insert	\$525 each

Color: \$200 additional

Format instructions:

- Use the same copy as last year
- Use the copy and layout enclosed
- Use the copy and layout to be forwarded before the closing date of April 23, 2010.

Company name: _____

Billing address: _____

City, state, zip: _____

Phone: _____

Authorized by: _____

PRINT NAME

Signature: _____

DATE

Please send me information about Associate membership.