



# Ohio

AgriBusiness Association

## 2021 MEDIA KIT

## Great Lakes Publishing and Ohio AgriBusiness Association are partnering to help connect Ohio agribusiness professionals.

### Who are Ohio AgriBusiness Association members?

OABA is the leading advocate for Ohio agribusiness with membership including the manufacturers and wholesale/retail suppliers of plant nutrient and protection materials, the grain warehousing and marketing industry, the feed and seed industry, as well as companies providing equipment, financing, insurance, consulting and other products and services for the agribusiness industry.

### Advertising in the 2021 OABA Membership Directory

- The OABA Membership Directory is a networking tool and purchasing guide distributed exclusively to OABA members annually. Strategic ad placement — with complimentary ad design — allows you to maximize your exposure in this valuable resource, which reaches 95 percent of Ohio's commercial agribusiness professionals.
- More than 1,200 copies will be distributed to OABA members across the country.
- An electronic version of the directory will be available through the members-only login section of the OABA website, allowing advertisers to connect with members through both print and digital advertising.
- See enclosed rates and specifications to help you select the opportunity that best meets your organization's needs.



### Reserve Your Space

Contact **Bryan McMahan** for additional information and questions at **614-461-7601** or **[bmcman@glpublishing.com](mailto:bmcman@glpublishing.com)**.

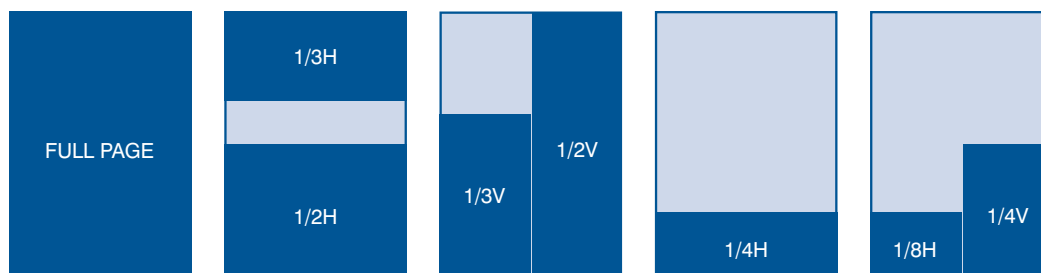
# RATES AND SPECIFICATIONS

Size	Specs	Color Rates	B&W Rates
*Inside Front or Inside Back Cover	5 x 7.5 (live area)	\$2,540	N/A
*Back Cover	5 x 7.5 (live area)	\$2,625	N/A
*Tab Full Page	5 x 7.5 (live area)	\$2,440	N/A
*Full Page	5 x 7.5 (live area)	\$2,205	\$1,300
1/2 Page Horizontal	5 x 3.65	\$1,300	\$830
1/2 Page Vertical	2.4 x 7.5	\$1,300	\$830
1/3 Page Horizontal	5 x 2.33	\$965	\$645
1/3 Page Vertical	2.4 x 5.2	\$965	\$645
1/4 Page Vertical	2.4 x 3.65	\$750	\$495
1/4 Page Horizontal	5 x 1.6875	\$750	\$495
1/8 Page Horizontal	2.4 x 1.725	\$420	\$285
Enhanced Listing	Formatted	\$155	N/A

**\*BLEED SPECIFICATIONS:** Keep all text 1/2" inside dimensions

**Cover 2, 3 and 4**  
6.375 x 8.75

**Tabs & Full Page**  
6 x 8.75



**ALL  
PAYMENTS  
GO TO:**

Great Lakes Publishing  
P.O. Box 77073  
Cleveland, OH  
44194-7073

## Formatted Ads

Enhanced Listings:  
shaded color  
background and  
four-color logo.

## Added Value

Advertisers who  
purchase a half  
page ad or larger  
receive a free  
enhanced member  
listing.

**Contact Bryan  
McMahan for  
more information  
at 614.461.7601  
or bmcman@  
gllpublishing.com.**

## 3-29-21

Advertising space  
reservations due

## 4-9-21

Advertising  
materials due

## JUNE 2021

Delivery

## General Advertising Information

All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism and copyright infringement. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

## Client Supplied Advertisement Specifications

1. All digital color and greyscale artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.
2. Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files before publication.

3. Specifications: All color artwork must be in CMYK mode. Black-and-white artwork must be in either greyscale or bitmap mode. RGB mode is not accepted and if supplied will be converted to CMYK, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

4. Accepted Media: Files may be submitted on CD-ROM, emailed (if under 10 MB) or sent to our FTP site (visit [www.gllpublishing.com](http://www.gllpublishing.com) for step-by-step instructions).

**For production questions, contact Myranda Schiebel  
at [schiebel@ohiomagazine.com](mailto:schiebel@ohiomagazine.com) or 614-324-2594**