



ag link



Rates effective January 1, 2008

Published by Strategy Custom Publishing for the Agri-Business Council of Oregon

ABOUT AG-LINK MAGAZINE

Ag-Link is the official bi-monthly magazine published exclusively for members of the Agri-Business Council of Oregon. ABC members rely on the magazine to provide current news, information and features on the state of Oregon agriculture, and the people and companies that are so vital to this industry. ABC members are large and small producers covering all segments of Oregon's agricultural base.

AUDIENCE

ABC members purchase millions of dollars of agricultural services and supplies every year. Your ad will reach the key decision makers in these companies and allow you to improve your bottom line, support the effort to promote sustainable Oregon agriculture, and contribute to the Agri-Business Council's aggressive consumer information efforts.

DISTRIBUTION

Total Distribution 1,000 Magazines
(Per bi-monthly issue)

ADVERTISING RATES:

Size/Position	1x	3X.....	6x
Back Cover	\$1,395	\$1,165	\$1,095
Inside Front Cover....	\$1,195	\$1,095	\$995
Full Page	\$1,095	\$985	\$875
1/2 Page	\$735	\$660	\$585
1/4 Page.....	\$425	\$375	\$325

SPACE AND MATERIAL DEADLINES

Publication Dates	Reservation Deadline	Materials Deadline	Publication Date
Mar/Apr '08	Jan 31	Feb 13	Mar 10
May/Jun '08	Apr 3	Apr 16	May 9
Jul/Aug '08.....	Jun 4	Jun 13	Jul 11
Sept/Oct '08	Aug 6	Aug 15	Sep 12
Nov/Dec '08	Oct 2	Oct 15	Nov 10
Jan/Feb '09	Dec 4	Dec 15	Jan 12

AD SPECIFICATIONS

AD SIZES	WIDTH	DEPTH
Full Page	7.5"	10"
Bleed	8.625"	11.125"
Trim.....	8.375"	10.875"
1/2 Page Horizontal	7.5"	4.75"
1/4 page.....	3.5"	4.75"

FILE SPECIFICATIONS

We support the following applications: QuarkXpress 4.0-6.1, Illustrator 9.0, Photoshop 6.0-CS and Pagemaker 6.5. We need halftone images at 300 dpi, line art at a minimum of 1200 dpi and all color in CMYK, no spot color. Postscript fonts are preferred. If TrueType fonts are used, they should be converted to paths/outlines, otherwise we will substitute the closest match in a Postscript font. Graphics, fonts, linked images, printed hard copy (color laser preferred), and directory of the media must be provided. Press quality PDF files are also accepted.

To reserve your space, call
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