

# 2024

# OREGON WHEAT

MEDIA KIT

Calendar

Rate Card

Specifications

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## OREGON WHEAT 2024 CALENDAR

### Oregon Wheat Magazine Summary

Oregon Wheat is published bimonthly by Oregon Wheat Growers League, 115 SE 8th Street, Pendleton, Oregon 97801. Oregon Wheat is sent to all Oregon Wheat producers through funding provided by the Oregon Wheat Commission.

Issue	Producer Timeline - Potential Editorial Content
February	Crop insurance deadlines; Legislative highlights; Publish new OWGL policy resolutions; Field prep for spring wheat; Research; Marketing
April	Spring wheat seeding, soil/crop treatments for winter wheat; OWF Golf registration
June	Harvest prep; County Research & Extension crop tours and field days; Legislative session recap, even years
August	Legislative session recap, odd years; Trade team visits (OWC); Research Report (OSU/OWC)
October	Pre-convention issue - registration, annual membership meeting announcement; Fall seeding; Marketing & Transportation
December	Post-Convention Recap; County winter workshops; US Wheat Associates Update; Marketing; Research Report (OSU/OWC)



## OREGON WHEAT 2024 RATE CARD

### All Rates Net Full Color Pricing All Ads

Number Of Issues	1X \$ Per Issue	3X \$ Per Issue	6X \$ Per Issue	Ad Building
Two Full Pages (11 x 17) (See below for bleed options)	\$1900	\$1760	\$1610	\$100
One Full Page (8.5 x 11) (See below for bleed options)	\$1185	\$1100	\$1010	\$50
Two-Thirds Page (7.5 x 6.25 - Horizontal) (4.9 x 9.5 -Vertical)	\$870	\$810	\$735	\$50
Half Page (7.5 x 4.675 - Horizontal) (3.625 x 9.5 -Vertical)	\$685	\$630	\$580	\$40
One-Third Page (7.5 x 3.1 - Horizontal) (2.35 x 9.5 -Vertical)	\$580	\$545	\$495	\$30
One-Quarter Page (3.625 x 4.675)	\$450	\$415	\$380	\$30
Banner (7.5 x 2)	\$405	\$380	\$345	\$30
One-Eighth Page (3.625 x 2.25)	\$300	\$280	\$255	\$30

<b>ONE FULL PAGE</b> 9 X 11.5 (bleed size) 8.5 x 11 (trim size) 8 x 10.5 (safe area)	<b>ONE-THIRD PAGE (H)</b> 7.5 X 3.1	<b>TWO-THIRDS PAGE (V)</b> 4.9 X 9.5	<b>TWO PAGE SPREAD*</b> 17.5 X 11.5 (bleed size) 17 x 11 (trim size) 16 x 10 (safe area) <small>*Individual "Ad Spread" units, please supply .25" duplicated image on both sides of the centerline</small>	<b>ONE-EIGHTH PAGE</b> 3.625 X 2.25
<b>HALF PAGE (H)</b> 7.5 X 4.675	<b>TWO-THIRDS PAGE (H)</b> 7.5 X 6.25	<b>ONE-THIRD PAGE (V)</b> 2.35 X 9.5	<b>BANNER</b> 7.5 X 2	<b>HALF PAGE (V)</b> 3.625 X 9.5
				<b>ONE-QUARTER PAGE</b> 3.625 X 4.675

Ads on the outside back cover, inside front cover and center spread will be an additional 10%.  
All customers having ads built by Northern Directory Publishing will be provided a proof at no extra fee.





# OREGON WHEAT 2024 SPECIFICATIONS

## Guidelines For All Electronic Files

Acceptable Programs & Formats		Color Settings	Platform
<ul style="list-style-type: none"><li>• Adobe Acrobat</li><li>• Adobe Illustrator</li><li>• Adobe InDesign</li><li>• Adobe Photoshop</li></ul>	<ul style="list-style-type: none"><li>• EPS (300 dpi or higher)</li><li>• TIF (300 dpi or higher)</li><li>• JPG (300 dpi or higher)</li><li>• PDF (300 dpi or higher)</li></ul>	<ul style="list-style-type: none"><li>• CMYK (4-color)</li><li>• PANTONE (PMS) Please convert to process</li><li>• RGB files must be converted</li></ul>	<ul style="list-style-type: none"><li>• Macintosh</li><li>• PC</li></ul>
Images		Proofs	
MINIMUM resolution required is: 300 dpi for full-color artwork or grayscale. At least 1,200 dpi for Bitmap (B&W/Line Art). Images and logos from web sites are NOT usable for print ads. They are low-resolution images (72 dpi).		A proof of the ad should be provided to insure accurate placement.	
Unacceptable Programs & Formats for Art		We Can Accept	
<ul style="list-style-type: none"><li>• MS Word</li><li>• MS Excel</li><li>• Corel Draw</li><li>• MS Publisher</li><li>• Pagemaker</li></ul>	<ul style="list-style-type: none"><li>• GIF</li><li>• BMP</li><li>• PNG</li><li>• MPG</li><li>• DCS</li></ul>	<ul style="list-style-type: none"><li>• E-mail (Compressed: either Zipped or Stuffed)</li><li>• ZIP (100MB or 250MB)</li><li>• Layered files (Photoshop, 300 dpi only)</li></ul>	
Dimensions			
<ul style="list-style-type: none"><li>• Inside Back Cover: 8.5 x 11 (full bleed)</li><li>• Outside Back Cover: 8.5 x 11 (full bleed)</li><li>• 2 Full Pages: 17.5 x 11.5 (full bleed)</li><li>• One Full Page: 9 x 11.5 (full bleed)</li><li>• Two-Thirds Page: 7.5 x 6.25 - Horizontal 4.9 x 9.5 - Vertical</li></ul>	<ul style="list-style-type: none"><li>• Half Page: 7.5 x 4.675 - Horizontal 3.625 x 9.5 - Vertical</li><li>• One-Third Page: 7.5 x 3.1 - Horizontal 2.35 x 9.5 - Vertical</li><li>• One-Quarter Page: 3.625 x 4.675</li><li>• Banner: 7.5 x 2</li><li>• One-Eighth Page: 3.625 x 2.25</li></ul>		
Ad Copy Submissions			
Please Mail To: ATTN: Leah Anderson Northern Directory Publishing P.O. Box 2367 • Great Falls, MT 59403  406-475-1856 • landerson@ndpub.com		Or E-mail: art@ndpub.com	

Please make sure all digital ad files match the ad dimension listed. Northern Directory Publishing reserves the right to reduce and/or re-size supplied ad files to fit the ad dimensions indicated.





## OREGON WHEAT 2024 AD SUBMITTAL DEADLINES

# OREGON WHEAT

Issue	Ad Sales Close/Materials Due	Mail Date
February	01 - 04 - 2024	02 - 01 - 2024
April	02 - 22 - 2024	03 - 25 - 2024
June	04 - 25 - 2024	05 - 27 - 2024
August	06 - 27 - 2024	07 - 29 - 2024
October	08 - 29 - 2024	09 - 30 - 2024
December	10 - 31 - 2024	12 - 02 - 2024