

Advertise with Impact



- Circulation of 214,000
- Advertisers are listed on OurOhio.org
- Content in tune with reader's interests

Our Ohio magazine is mailed six times per year to Ohio Farm Bureau's more than 214,000 member families.

Our Ohio highlights the best the Buckeye State has to offer by featuring stories about how Ohio's agricultural heritage is woven into our lives through our people, products, values and culture. *Our Ohio* features people who are making a difference in their communities; it tells the stories of local heroes, culture and heritage. *Our Ohio* also highlights interesting Ohio destinations, and is a popular source of information about cooking and preparing meals for friends and family, nutrition and the latest in science and research.

Our Ohio magazine is part of a comprehensive consumer outreach program that also includes the *Our Ohio* television series, which reaches about 40,000 Ohio households each week, and the OurOhio.org, which gets approximately 214,000 unique visitors per year. The *Our Ohio* brand is supported by print and electronic advertising as well as appearances at major events like the Fabulous Food Show in Cleveland and the Ohio State Fair in Columbus, among many others.

FOR ADVERTISING INFORMATION CONTACT:

Gayle Lewis

Ohio Farm Bureau Federation Advertising & Production Coordinator

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glewis@ofbf.org

2012 ISSUE CLOSING DATES

Issue Date	Space Reservation Date	Art Due Date
January/February	November 5	December 1
March/April	January 5	February 1
May/June	March 5	April 1
July/August	May 5	June 1
September/October	July 5	August 1
November/December	September 5	October 1



Our Ohio is published by the Ohio Farm Bureau Federation (OFBF). OFBF is responsible for all editorial content, program management and policies associated with the magazine.



DISPLAY ADVERTISING*

4-COLOR COVER Ad Size	1X	3X	6X
Inside Front	\$4,095	\$4,020	\$3,910
Inside Back	\$3,950	\$3,875	\$3,765
Back Cover	\$4,240	\$4,155	\$4,040

4-COLOR Ad Size	1X	3X	6X
Full Page	\$2,890	\$2,820	\$2,745
2/3 Page	\$2,125	\$2,080	\$2,020
1/2 Page	\$1,600	\$1,575	\$1,525
1/3 Page	\$1,075	\$1,050	\$1,010

2-COLOR Ad Size	1X	3X	6X
Full Page	\$2,645	\$2,585	\$2,515
2/3 Page	\$1,950	\$1,900	\$1,850
1/2 Page	\$1,465	\$1,440	\$1,400
1/3 Page	\$985	\$960	\$925

BLACK & WHITE Ad Size	1X	3X	6X
Full Page	\$2,405	\$2,350	\$2,285
2/3 Page	\$1,770	\$1,730	\$1,680
1/2 Page	\$1,330	\$1,310	\$1,270
1/3 Page	\$895	\$875	\$840

CLASSIFIED Ad Size	1X	3X	6x
Per 1 column inch	\$95	\$90	\$85

*Multiple run discounts are based on written confirmation of intention to run ads in either 3 or 6 issues within a 12-month period. Special position and insert pricing available upon request. Ad design rates are also available upon request.

OUR OHIO DISCLAIMER

Our Ohio reserves the right to reject or cancel advertising at any time the publisher deems it is unacceptable, either because of objectionable material, artwork or inferior quality or inconsistency with the publication's general editorial and advertising policies. Until an ad has been accepted by *Our Ohio* for publication, by printing the ad, there is no obligation to run such an ad and therefore *Our Ohio* has no liability if the ad does not appear.

Our Ohio shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by *Our Ohio* is contained if such failure is due to acts of God, strikes, or accidents or other circumstances beyond publishers control.

The advertiser and the agency, jointly and severally, will indemnify and hold harmless the publication, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of rights of privacy, copyright infringement or plagiarism.

PAST DUE

A carrying charge of 2 percent per month will be imposed on all advertising invoices not paid within 30 days of due date.

CANCELLATIONS

Neither the advertiser nor the advertising agency may cancel after the space reservation date. Cancellations must be in writing and are not considered accepted until confirmed in writing by the publisher.

COMMISSION AND DISCOUNTS

FARM BUREAU MEMBER: A discount of 15 percent will be allowed to members of Ohio Farm Bureau Federation.

AGENCIES: A standard commission of 15 percent will be allowed to recognized advertising agencies.

NO MULTIPLE COMMISSIONS OR DISCOUNTS WILL BE ALLOWED. NO CASH DISCOUNTS.



OUR OHIO AD SIZES

PRINTING PROCESS

Web offset, saddle stitched

MECHANICAL REQUIREMENTS

Trim Size: 8.125" x 10.875"

Bleed Size: 8.375" x 11.125"

Placement: All ads must run in an upright position

<p>FULL PAGE</p> <p>7.625 X 10.375 (no bleeds)</p> <p>OR</p> <p>8.375 X 11.125* (full bleed)</p>	<p>2/3 VERTICAL 4.6875 X 9.875</p>	<p>1/2 VERTICAL 3.5 X 9.875</p>	<p>All dimensions listed width x height</p> <p>*FULL PAGE AD with full bleed: <i>Please keep all live matter at least 1/4" from trim.</i></p>
<p>1/3 VERTICAL 2.25 X 9.875</p>	<p>1/2 HORIZONTAL 7.125 X 4.625</p>	<p>1/3 HORIZONTAL 4.6875 X 5</p>	

ELECTRONIC REQUIREMENTS

High resolution Acrobat PDFs preferred. Other acceptable applications: InDesign CS5 or earlier; Photoshop CS5 or earlier; Illustrator CS5 or earlier.

Files should be 300 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. *Our Ohio* will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press time.

Spot Color Ads: (Use of PMS inks) We do not support spot color printing for this publication. Therefore, 2- and 3-color

ads must be produced in a CMYK equivalent.

Specifications: All images must be included in the PDF or on the CD and are to be CMYK TIFF or EPS files and must be high resolution (300 dpi minimum). Include PostScript Type 1 format fonts. Enclose all printer and screen fonts for each font used in the ad. If fonts are not provided, *Our Ohio* reserves the right to substitute the closest font available.

Acceptable media formats: PDF documents may be sent via e-mail to glewis@ofbf.org. Other files will be accepted on CD (Mac or PC).

A color laser print must be included as client assumes responsibility if no proof is provided.

OFBF's Communication Tools: Targeted, Effective, Efficient

Ohio Farm Bureau's communications tools enhance awareness and understanding of various subjects among several important targeted constituencies. Our award-winning print and broadcast products are unique and effective vehicles with which to share your message.

Farm Bureau's advertising sales are operated by *Our Ohio* Communications Inc. *Our Ohio* Communications Inc. is a 501 (c)(3) nonprofit corporation with the purpose of carrying out the charitable and educational purposes of the Ohio Farm Bureau Federation.



Our Ohio **magazine** reaches more than 214,000 Ohio readers and is their connection to food, farming and Ohio lifestyles. *Our Ohio* is published 6 times per year.

A PUBLICATION OF THE OHIO FARM BUREAU FEDERATION
BUCKEYE FARM NEWS

OHIO'S LARGEST AGRICULTURAL NEWSPAPER

Buckeye Farm News (BFN) is Ohio's largest farm newspaper with a circulation exceeding 60,000. *BFN* is published 10 times per year.

TOWN HALL OHIO

Thoughtful talk about life in Ohio

Town Hall Ohio is a weekly, one-hour talk radio program heard statewide which bridges agricultural interests across farm, governmental and consumer audiences. *Town Hall Ohio* reaches 74 Ohio counties.

OFBF.org and **OurOhio.org** are two award-winning websites for two audiences. OFBF.org reaches Ohio's farming community; OurOhio.org is the consumer's connection to food and farming. Both feature news and useful information for their target audiences.

THE FARM BUREAU ADVANTAGE

Advertisers who choose from among Ohio Farm Bureau's media products receive unique advantages when promoting their business, products and services.

Farm Bureau's members are:

- Loyal readers, viewers and listeners
- Engaged in their communities, industry and organization

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