

Media Kit



Print - Radio - Online.
Ohio's Source for Ag Information

Corporate Office

1625 Bethel Rd. • Columbus, OH 43220
614-273-0465 • 1-800-686-8299 • Fax: 614-273-0463
www.ocj.com • www.ohioagnet.com

About Us



Ohio's Country Journal and the Ohio Ag Net are affiliated companies of Agri Communicators Inc. Agri Communicators is located in Columbus, Ohio and was founded in 1972 by the late Ed Johnson. Ed was known as Ohio's ambassador for agriculture. The company is now owned and operated by his son, Bart Johnson and his wife, Sheryl.

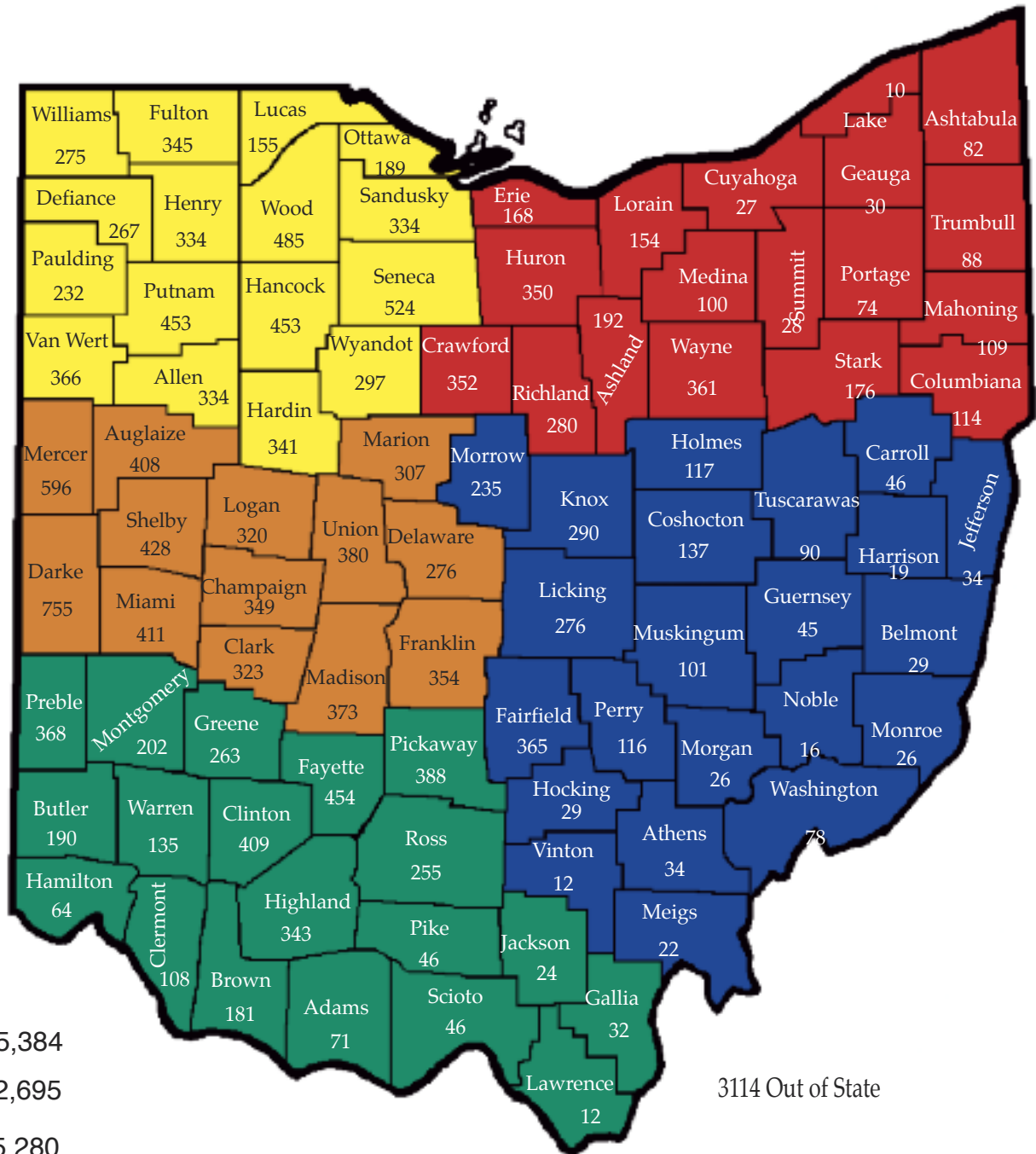
The Goal of Agri Communicators is to provide the Ohio farming community the information they need to help make their farm profitable, while providing an enjoyable and entertaining experience through its print, radio, and online offerings.



Ohio's Country Journal was first published in 1992. The Johnson family saw a need for a farm publication that focused solely on Ohio's agriculture and the people and events that make up Ohio's largest industry. The Ohio's Country Journal is published twice a month and is recognized as Ohio's premier farm publication.

- **With a circulation of more than 22,000 your advertisements will REACH across Ohio!**
"Ohio's Country Journal" delivers statewide coverage with a single publication.
- **Don't just reach more people...Reach the right people!**
Of farmers in Ohio growing 100+ acres of crops, "Ohio's Country Journal" reaches 92% of corn growers, 78% of soybean growers and 98% of wheat growers.
- **Your message...delivered when you want it!**
"Ohio's Country Journal" is published 24 times per year.
- **Every issue of Ohio's County Journal includes:**
News, Markets, Auctions, Crops, Farm Equipment, Classifieds, Rural Business Service, Livestock, Country Life, 4-H and FFA Highlights

Demographic Statement by Region



- 5,384
- 2,695
- 5,280
- 2,143
- 3,591

3114 Out of State

2011-2012 Copy Deadlines

Issue	Space/Copy Deadline	Mail Date
November 2011	October 14, 2011	October 28, 2011
Mid-November 2011	October 28, 2011	November 14, 2011
December 2011	November 11, 2011	November 25, 2011
OSU Corn/Soybean/Forage Performance Trials	November 18, 2011	December 16, 2011
Mid-December 2011	December 2, 2011	December 16, 2011
January 2012	December 9, 2011	December 30, 2011
Power Show Ohio Program 2012	December 16, 2011	January 13, 2012
Mid-January 2012	December 30, 2011	January 13, 2012
February 2012	January 13, 2012	January 27, 2012
Mid-February 2012	January 27, 2012	February 10, 2012
Spring Livestock Directory 2012	January 17, 2012	February 24, 2012
March 2012	February 10, 2012	February 24, 2012
Mid-March 2012	February 24, 2012	March 9, 2012
April 2012	March 16, 2012	March 30, 2012
Mid-April 2012	March 30, 2012	April 13, 2012
May 2012	April 13, 2012	April 27, 2012
Mid-May 2012	April 27, 2012	May 11, 2012
June 2012	May 18, 2012	June 1, 2012
Mid-June 2012	June 1, 2012	June 15, 2012
July 2012	June 15, 2012	June 29, 2012
Mid-July 2012	June 29, 2012	July 13, 2012
August 2012	July 6, 2012	July 27, 2012
Mid-August 2012	July 27, 2012	August 10, 2012
September 2012	August 17, 2012	August 31, 2012
Mid-September 2012	August 31, 2012	September 14, 2012
October 2012	September 7, 2012	September 28, 2012
Mid-October 2012	September 28, 2012	October 12, 2012
November 2012	October 12, 2012	October 26, 2012
Mid-November 2012	October 26, 2012	November 9, 2012
December 2012	November 9, 2012	November 30, 2012
OSU Corn/Soybean/Forage Performance Trials	November 16, 2012	December 14, 2012
Mid-December 2012	November 30, 2012	December 14, 2012

Advertising copy not received by the deadline will automatically be moved to the next issue.

Ohio Ag Net is Ohio's largest and most recognized farm radio network in the state. The staff of Ohio Ag Net brings years of experience and an intimate knowledge of Ohio's Agriculture to the airways on more than 60 stations daily. Farmers are very mobile and still rely heavily on their local radio station for daily farm news and information. In fact according to the National Association of Farm Broadcasting's latest research, radio is the number one source farmers rely on for daily farm information.

The Ohio Ag Net broadcast team knows Ohio's agriculture, understands the issues and news cycles and delivers daily broadcasts that are informative and vital to the daily operation of today's farms.

- **Team of three veteran farm broadcasters.**
- **Three hours of farm programming aired daily on 61 stations throughout Ohio.**
- **Live broadcasts from more than 75 agricultural events throught Ohio.**



Heather Hetterick
Farm Broadcaster



Dale Minyo
Farm Broadcaster



Ty Higgins
Farm Broadcaster



Affiliates



WIMA-AM 1150	Allen County	WCLT-FM 100.3	Licking County
WIMT-FM 102.1	Allen County	WCLT-AM 1430	Licking County
WNCO-AM 1340	Ashland County	WBLL-AM 1390	Logan County
WNCO-FM 101.3	Ashland County	WPFX-FM 107.7	Lucas County
WIZE-AM 1340	Clark County	WKBN-AM 570	Mahoning County
WKFI-AM 1090	Clinton County	WMRN-FM 94.3	Marion County
WBCO-AM 1540	Crawford County	WMRN-AM 1490	Marion County
WQEL-FM 92.7	Crawford County	WCSM-FM 96.7	Mercer County
WTGR-FM 97.5	Darke County	WPTW-AM 1570	Miami County
WDFM-FM 98.1	Defiance County	WVXG-FM 95.1	Morrow County
WNOW-AM 1280	Defiance County	WWKC-FM 104.9	Noble County
WZOM-FM 105.7	Defiance County	WKSD-FM 99.7	Paulding County
WLEC-AM 1450	Erie County	WEDI-AM 1130	Preble County
WLOH-AM 1320	Fairfield County	WBUK-FM 106.3	Putnam County
WLOH-FM 104.5	Fairfield County	WMAN-AM 1400	Richland County
WCHO-FM 105.5	Fayette County	WBEX-AM 1490	Ross County
WCHO-AM 1250	Fayette County	WKKJ-FM 94.3	Ross County
WMTR-FM 96.1	Fulton County	WFRO-FM 99.1	Sandusky County
WBZI-AM 1500	Greene County	WMJK-FM 100.9	Sandusky County
WKXA-FM 100.5	Hancock County	WTTF-AM 1600	Seneca County
WFIN-AM 1330	Hancock County	WMVR-FM 105.5	Shelby County
WKTN-FM 95.3	Hardin County	WTUZ-FM 99.9	Tuscarawas County
WNDH-FM 103.1	Henry County	WQTT-AM 1270	Union County
WSRW-AM 1590	Highland County	WERT-AM 1220	Van Wert County
WVNU-FM 97.5	Highland County	WQKT-FM 104.5	Wayne County
WKNA-FM 98.3	Hocking County	WBNO-FM 100.9	Williams County
WKLM-FM 95.3	Holmes County	WQCT-AM 1520	Williams County
WOHF-FM 92.1	Huron County	WFOB-AM 1430	Wood County
WCJO-FM 97.7	Jackson County	WCKY-FM 103.7	Wood County
WMVO-AM 1300	Knox County	WYNT-FM 95.9	Wyandot County
WQIO-FM 93.7	Knox County		



Remote Broadcasts

Broadcast Includes:

- Your company or event becomes the news for the day.
- Interviews with employees, sponsors or exhibitors of your choice on the Ohio Ag Net programs.
- Three days worth of mentions prior to the broadcast.

The Broadcast:

- We will arrive between 9 and 9:30 a.m. to set up the Ohio Ag Net Mobile Studio.
- We will need parking in proximity to the broadcast location for the Ohio Ag Net Truck and Mobile Studio (approximately 35 feet with truck). Dale will need to be able to drive out of the location around 1 p.m.



- The Ohio Ag Net broadcast takes place between 10:30 a.m. to 12:15 p.m.
- Each broadcast is carried by various stations, so we can use a guest more than once. Up to four guests are welcome.



Advertising Opportunities

Our website averages 11,000 visits/month.

More data is available upon request.

Banner Ad

468 pixels W x 60 pixels H

Sidebar Ad

300 pixels W x 250 pixels H

Skyscraper Ad

160 pixels W x 600 pixels H

Market Box 1 Ad

180 pixels W x 150 pixels H

Market Box 2 Ad

180 pixels W x 150 pixels H

Bottom Leaderboard Ad

728 pixels W x 90 pixels H





Each day at 6 a.m., Ohio Ag Net recaps yesterday's closing markets, shares the overnight markets and highlights the top news stories of the day in a short, easy to read e-mail. It also includes a download of the morning broadcast so subscribers can listen to it on their phone or computer. Digital Dale keeps Ohio farmers and agri-businesses up to date on what's happening in Ohio agriculture.

Advertising Opportunities

Banner Ad

600 pixels W x 80 pixels H



Sidebar Ad

120 pixels W x 90 pixels H



Button Ad

120 pixels W x 60 pixels H



Special Marketing Opportunities



Special Section Sponsorship

- Between the Rows (April - November)
- Horse Sense (Monthly)
- Ohio State Fair Coverage (August)
- FFA News (Monthly)
- Farm Science Review- What Not To Miss (September)

Event Sponsorship

- National Farm Machinery Show
- Ohio State Fair Livestock Shows/Sale of Champions
- Farm Science Review
- Commodity Classic
- Power Show Ohio
- Fort Wayne Farm Show

Video

Sponsored Video: We interview and produce a short video about the topic of your choose. It appears in the sidebar of our site, our You Tube channel and remains online in our video section.

Pre-Roll Commercial: A :05 or :10 video that appears at the beginning of video news pieces on our website and You Tube channel.

*Contact us for pricing

Advertising Specifications



1625 Bethel Rd. • Columbus, Ohio 43220
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Dimension Requirements (Live Area)

Mechanical Requirements

Full Page	9.75" W x 11.75" H	1/8 Page horizontal	4.75" W x 2.8125" H
Jr. Page	7.25" W x 10" H	1/8 Page vertical	2.25" W x 5.875" H
1/2 Page horizontal	9.75" W x 5.875" H	Strip	9.75" W x 2.8125" H
1/2 Page vertical	4.75" W x 11.625" H	Trim Size	10.75" W x 12.75" H
1/4 Page	4.75" W x 5.875" H	Front Cover Strip	7.5"W x 3.0"H

Bleeds: We do not accept bleeds in our regular issues. Call about using them in our special directories.

Software Requirements

PDF Files

We only accept PDF files.

- PDF files must be the correct dimensions.
- PDF files have to be submitted ready to print. No changes can be made by OCJ staff.
- PDF files must be created in the proper manner.
— All fonts and graphics must be embedded.

E-mail submissions

ocjstaff@ocj.com

If you are compressing a file, it must be able to be extracted from Stuffit Expander or be self-extracting.

Call us about using our FTP site if your files are too large to e-mail (Over 10 MB).

Questions?

Call 614-273-0465 ext. 209.

Web ads

Mechanical Requirements

Banner Ad- 468 pixels W x 60 pixels H
Sidebar Ad- 300 pixels W x 250 pixels H
Skyscraper Ad- 160 pixels W x 600 pixels H
Market Box 1- 180 pixels W x 150 pixels H
Market Box 2- 180 pixels W x 150 pixels H
Bottom Leaderboard- 728 pixels W x 90 pixels H

Software Requirements

JPG, JPEG, GIF, PNG, SWF AND FLV

e-Newsletter Digital Dale

Mechanical Requirements

Banner Ad- 600 pixels W x 80 pixels H
Sidebar Ad- 120 pixels W x 90 pixels H
Button Ad- 120 pixels W x 60 pixels H

Software Requirements

JPG Files & GIF Files

Web/Digital Dale Copy Deadlines

- All copy for creative our staff produces must be submitted 5 business days before the ad is to appear either on our website or in Digital Dale.
- All copy for completed ads which need no design work or revisions by our staff are due 3 days before the ad is to appear either on our website or in Digital Dale.