

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

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

Circulation Statement by County





2017 Copy Deadlines

Issue	Space/Copy Deadline	Mail Date
January 2017	December 16, 2016	December 30, 2016
Mid-January 2017	December 30, 2016	January 13, 2017
February 2017	January 13, 2017	January 27, 2017
Mid-February 2017	January 27, 2017	February 10, 2017
March 2017	February 10, 2017	February 24, 2017
Mid-March 2017	February 24, 2017	March 10, 2017
April 2017	March 17, 2017	March 31, 2017
Mid-April 2017	March 31, 2017	April 14, 2017
May 2017	April 14, 2017	April 28, 2017
Mid-May 2017	April 28, 2017	May 12, 2017
June 2017	May 12, 2017	May 26, 2017
Mid-June 2017	June 2, 2017	June 16, 2017
July 2017	June 16, 2017	June 30, 2017
Mid-July 2017	June 30, 2017	July 14, 2017
August 2017	July 14, 2017	July 28, 2017
Mid-August 2017	August 4, 2017	August 18, 2017
September 2017	August 11, 2017	August 25, 2017
Mid-September 2017	September 1, 2017	September 15, 2017
October 2017	September 8, 2017	September 29, 2017
Mid-October 2017	September 29, 2017	October 13, 2017
November 2017	October 13, 2017	October 27, 2017
Mid-November 2017	October 27, 2017	November 10, 2017
December 2017	November 14, 2017	December 1, 2017
Mid-December 2017	December 1, 2017	December 15, 2017

Special Inserts

OSU Corn/Soybean/Forage Performance Trials	November 28, 2017	December 15, 2017
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Advertising copy not received by the deadline will automatically be moved to the next issue.

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2018 Copy Deadlines

Issue	Space/Copy Deadline	Mail Date
January 2018	December 12, 2017	December 29, 2017
Mid-January 2018	December 29, 2017	January 12, 2018
February 2018	January 19, 2018	February 2, 2018
Mid-February 2018	February 2, 2018	February 16, 2018
March 2018	February 16, 2018	March 2, 2018
Mid-March 2018	March 2, 2018	March 16, 2018
April 2018	March 16, 2018	March 30, 2018
Mid-April 2018	March 30, 2018	April 13, 2018
May 2018	April 13, 2018	April 27, 2018
Mid-May 2018	April 27, 2018	May 11, 2018
June 2018	May 18, 2018	June 1, 2018
Mid-June 2018	June 1, 2018	June 15, 2018
July 2018	June 15, 2018	June 29, 2018
Mid-July 2018	June 29, 2018	July 13, 2018
August 2018	July 13, 2018	July 27, 2018
Mid-August 2018	July 27, 2018	August 10, 2018
September 2018	August 10, 2018	August 31, 2018
Mid-September 2018	August 31, 2018	September 14, 2018
October 2018	September 7, 2018	September 28, 2018
Mid-October 2018	September 28, 2018	October 12, 2018
November 2018	October 19, 2018	November 2, 2018
Mid-November 2018	November 2, 2018	November 16, 2018
December 2018	November 13, 2018	November 30, 2018
Mid-December 2018	November 30, 2018	December 14, 2018
Special Inserts		
OSU Corn/Soybean/Forage Performance Trials	November 21, 2018	December 14, 2018

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Advertising Specifications



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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

Little 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

Leaderboard Ad - 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

Little Banner Ad- 468 pixels W x 60 pixels H

Sidebar Ad- 140 pixels W x 180 pixels H

Software Requirements

JPG Files & GIF Files

Web and Digital Dale ads: For Flash components, ActionScript 2 files are supported in the following environments: Flash 8, Flash 9, and Flash 10 (Adobe CS5 and CS6). ActionScript 3 files are supported in Flash 9 and Flash 10 (Adobe CS5, CS5.5, and CS6). Flash ads require clickTAG parameter.

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.