

# 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](http://www.ocj.com) • [www.ohioagnet.com](http://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.

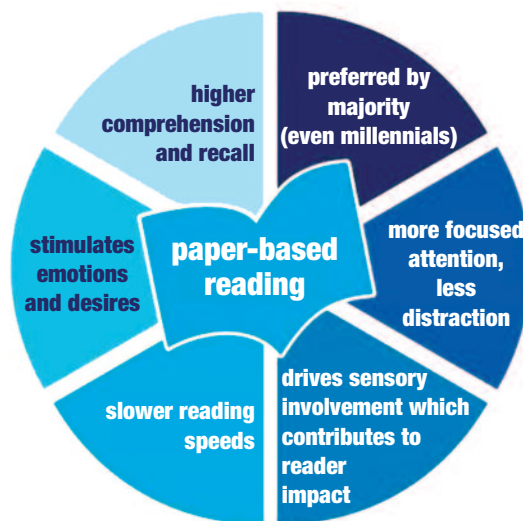


Ohio's Country Journal was first published in 1992. The Johnson family saw a need for a farm publication that focused solely on Ohio's agriculture and the people and events that make up Ohio's largest industry. The Ohio's Country Journal is published twice a month and is recognized as Ohio's premier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

## What neuroscience says about why print ads work

Reading on paper is slower and deeper; paper readers remember more.



Source: "What can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA-The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research

# Circulation Statement by County





## 2018 Copy Deadlines

<b>Issue</b>	<b>Space/Copy Deadline</b>	<b>Mail Date</b>
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
<b>Special Inserts</b>		
OSU Corn/Soybean/Forage Performance Trials	November 21, 2018	December 14, 2018

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

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## 2019 Copy Deadlines

<b>Issue</b>	<b>Space/Copy Deadline</b>	<b>Mail Date</b>
January 2019	December 7, 2018	December 28, 2018
Mid-January 2019	December 28, 2018	January 11, 2019
February 2019	January 18, 2019	February 1, 2019
Mid-February 2019	February 1, 2019	February 15, 2019
March 2019	February 15, 2019	March 1, 2019
Mid-March 2019	March 1, 2019	March 15, 2019
April 2019	March 15, 2019	March 29, 2019
Mid-April 2019	March 29, 2019	April 12, 2019
May 2019	April 12, 2019	April 26, 2019
Mid-May 2019	April 26, 2019	May 10, 2019
June 2019	May 17, 2019	May 31, 2019
Mid-June 2019	May 31, 2019	June 14, 2019
July 2019	June 14, 2019	June 28, 2019
Mid-July 2019	June 28, 2019	July 12, 2019
August 2019	July 12, 2019	July 26, 2019
Mid-August 2019	Aug. 2, 2019	August 16, 2019
September 2019	August 9, 2019	August 30, 2019
Mid-September 2019	August 30, 2019	September 13, 2019
October 2019	September 6, 2019	September 27, 2019
Mid-October 2019	September 27, 2019	October 11, 2019
November 2019	October 18, 2019	November 1, 2019
Mid-November 2019	November 1, 2019	November 15, 2019
December 2019	November 8, 2019	November 29, 2019
Mid-December 2019	November 29, 2019	December 13, 2019

### **Special Inserts**

OSU Corn/Soybean/Forage Performance Trials	November 15, 2019	December 13, 2019
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# Advertising Specifications



1625 Bethel Rd. • Columbus, Ohio 43220  
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www.ocj.com

## Dimension Requirements (Live Area)

### Mechanical Requirements

Full Page	9.75" W x 11.5" 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 11.5" 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](mailto: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.