

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



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 two veteran farm broadcasters.**
- **Three hours of farm programming aired daily on 65 stations throughout Ohio.**
- **Live broadcasts from more than 75 agricultural events throughout Ohio.**

Advertising Opportunities

Advertising on the Ohio's Country Journal and the Ohio Ag Net online news site is sold by impressions. Once a decision is made as to the number of impressions that would be most helpful for each particular advertiser, our sales staff will help clients determine which advertising sizes and spaces are available and would be the most efficient use of advertising dollars.

728 pixels W x 90 pixels H

- Header Leaderboard
- Bottom Leaderboard

300 pixels W x 250 pixels H

- Sidebar 1
- Sidebar 2

468 pixels W x 60 pixels H

- Little Banner
- Shows up above articles throughout the website

160 pixels W x 600 pixels H

- Skyscraper

180 pixels W x 150 pixels H

- Market Box 1
- Market Box 2

Ads served and verified through Google DoubleClick





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 (2 available)

600 pixels W x 80 pixels H

Sidebar Ad (4 available)

140 pixels W x 180 pixels H

Little Banner (2 available)

468 pixels W x 60 pixels H

Here's your daily dose of Digital Dale!

Quick Links

- Market
- Local, National, Global
- Cost
- Markets
- Ohio Agriculture
- Weather
- AG News

Good Morning Everyone! It's another fine morning and I hope you're all sunny, hot, busy and most of all, out of the weeds!

The Ohio Livestock Care Standards Board Policy will be discussed at the meeting on Wednesday, October 26, 2015 at 1:00 p.m. at the Ohio Department of Agriculture's Animal Health Building Conference Room, 6075 E. New St., Reynoldsburg, Ohio. The purpose of this meeting is to review and discuss section 607.12-9 of the Ohio Administrative Code.

	10/23/15	% Chg
Corn	3.53 3/4	+2.1%
SOYBE	4.57	-2.3%
WHEAT	3.99 1/2	+2.3%
POB	37.84	-25
Cattle	160.04	+1.8%
Hog	94.45	+1%
Pork	82.92	-1%
Broiler	2.23	-0.4
Chicken	1.77	0.7

Weather and logistics making 2014 harvest a long one

Harvest in the land of 10,000 is well under way. For the first half of October, we've had a different than September. On the one hand, there's Ohio's advantage of great harvest weather in September. Unfortunately that came to a halt as the first two weeks of October had more rain than all of September. Only 1.6 inches of rain fell in the state average for most of the 10 months, many places in record rainfall. This is also the best rainfall since we last had as the Central and Springfield areas had as much as 10 inches in a two day period bringing harvest to a halt.

Planting off to slow start in Brazil

Brazil's soy planting is 10% complete for the 2014-15 crop. It's slower than the start of year since the 2010-11 season. Brazil's soybean harvest is 4% of total.

Weather advanced last three percentage points from the previous week after a long dry spell in many areas made the soil too dry to continue field work, and seeds that have already planted may have to be replanted.

Are the price rallies justified?

Similar to many of you, I'm running the combine this week, so I'll have the commentary short.

Dr. Tim Day I have been Minnesota's long term south of Lincoln, NE. I was amazed by what I don't see. There was very little corn harvested along I-35 and I-80. For milk-Coburn, this is a big change from years past. Corn harvest was still in progress, but it wasn't as far along as I expected, considering the USDA reports that beans are 43% harvested.

There were some Minn. and Iowa rallies this week.

What you need to know

Have a great day!

Don't, Ty and Joel

The Ohio Ag Net

[Click here to download](#)

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 (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
614-273-0465 • ocjstaff@ocj.com
www.ocj.com

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.