

# 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.

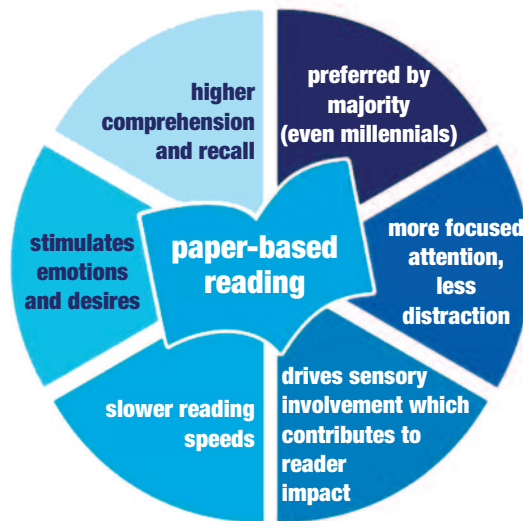


Ohio's Country Journal was first published in 1992. The Johnson family saw a need for a farm publication that focused solely on Ohio's agriculture and the people and events that make up Ohio's largest industry. The Ohio's Country Journal is published twice a month and is recognized as Ohio's premier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





## 2020 Copy Deadlines

<b>Issue</b>	<b>Space/Copy Deadline</b>	<b>Mail Date</b>
January 2020	December 13, 2019	December 27, 2019
Mid-January 2020	January 3, 2020	January 17, 2020
February 2020	January 17, 2020	January 31, 2020
Mid-February 2020	January 31, 2020	February 14, 2020
March 2020	February 14, 2020	February 28, 2020
Mid-March 2020	February 28, 2020	March 13, 2020
April 2020	March 13, 2020	March 27, 2020
Mid-April 2020	March 27, 2020	April 17, 2020
May 2020	April 17, 2020	May 1, 2020
Mid-May 2020	May 1, 2020	May 15, 2020
June 2020	May 15, 2020	May 29, 2020
Mid-June 2020	May 29, 2020	June 12, 2020
July 2020	June 12, 2020	June 26, 2020
Mid-July 2020	July 3, 2020	July 17, 2020
August 2020	July 17, 2020	July 31, 2020
Mid-August 2020	July 31, 2020	August 14, 2020
September 2020	August 7, 2020	August 28, 2020
Mid-September 2020	September 4, 2020	September 18, 2020
October 2020	September 11, 2020	October 2, 2020
Mid-October 2020	Oct. 2, 2020	October 16, 2020
November 2020	October 16, 2020	October 30, 2020
Mid-November 2020	October 30, 2020	November 13, 2020
December 2020	November 13, 2020	November 27, 2020
Mid-December 2020	November 20, 2020	December 11, 2020

### **Special Inserts**

OSU Corn/Soybean/Forage Performance Trials	November 20, 2020	December 11, 2020
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*Advertising copy not received by the deadline will automatically be moved to the next issue.*

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Mid-February 2021	January 29, 2021	February 12, 2021
March 2021	February 12, 2021	February 26, 2021
Mid-March 2021	February 26, 2021	March 12, 2021
April 2021	March 12, 2021	March 26, 2021
Mid-April 2021	April 2, 2021	April 16, 2021
May 2021	April 16, 2021	April 30, 2021
Mid-May 2021	April 30, 2021	May 14, 2021
June 2021	May 14, 2021	May 28, 2021
Mid-June 2021	May 28, 2021	June 11, 2021
July 2021	June 11, 2021	June 25, 2021
Mid-July 2021	July 2, 2021	July 16, 2021
August 2021	July 16, 2021	July 30, 2021
Mid-August 2021	July 30, 2021	August 13, 2021
September 2021	August 13, 2021	August 27, 2021
Mid-September 2021	September 3, 2021	September 17, 2021
October 2021	September 10, 2021	October 1, 2021
Mid-October 2021	October 1, 2021	October 15, 2021
November 2021	October 15, 2021	October 29, 2021
Mid-November 2021	October 29, 2021	November 12, 2021
December 2021	November 5, 2021	November 26, 2021
Mid-December 2021	December 3, 2021	December 17, 2021

### **Special Inserts**

OSU Corn/Soybean/Forage Performance Trials	November 19, 2021	December 17, 2021
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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  
Mobile Banner - 320 pixels W x 50 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  
Half Banner Ad- 220 pixels W x 90 pixels H

## Software Requirements

**PNG, GIF and JPEG Files no larger than 5 MB**

**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.