

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

www.ocj.com • www.ohioagnet.com

Ohio's Country Journal and the Ohio Ag Net are affiliated companies of Ag Net Communications, LLC. The goal of Ag Net Communications is to provide the Ohio farming community the information they need to help make their farm profitable, while also providing an enjoyable and entertaining experience through our print, radio, and online offerings.

Ag Net Communications, LLC is located in Columbus, Ohio. The company is owned by the Ohio Farm Bureau Federation, which purchased assets of *Ohio's Country Journal* and Ohio Ag Net from the Johnson family in 2020. The original company was founded in 1972 by the late Ed Johnson as Agri Communicators, initially producing daily radio reports for the ABN Radio Network and the then the weekly television show Agri Country.

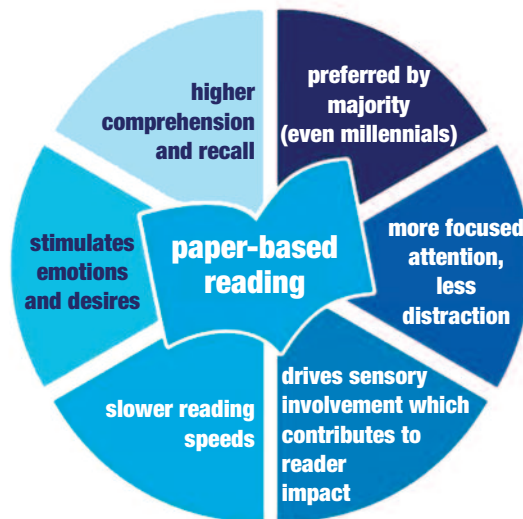


Ohio's Country Journal was first published in 1992 to meet the need for a farm publication focused solely on Ohio's agriculture and the people and events that make up Ohio's most important industry. *Ohio's Country Journal* is published twice a month and is recognized as Ohio's premier farm publication.

- **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





2021 Copy Deadlines

Issue	Space/Copy Deadline	Mail Date
January 2021	December 11, 2020	December 31, 2020
Mid-January 2021	December 30, 2020	January 15, 2021
February 2021	January 15, 2021	January 29, 2021
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 copy not received by the deadline will automatically be moved to the next issue.

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2022 Copy Deadlines

Issue	Space/Copy Deadline	Mail Date
January 2022	December 10, 2021	December 31, 2021
Mid-January 2022	December 31, 2021	January 14, 2022
February 2022	January 14, 2022	January 28, 2022
Mid-February 2022	January 28, 2022	February 11, 2022
March 2022	February 11, 2022	February 25, 2022
Mid-March 2022	February 25, 2022	March 11, 2022
April 2022	March 18, 2022	April 1, 2022
Mid-April 2022	April 1, 2022	April 15, 2022
May 2022	April 15, 2022	April 29, 2022
Mid-May 2022	April 29, 2022	May 13, 2022
June 2022	May 13, 2022	May 27, 2022
Mid-June 2022	May 27, 2022	June 10, 2022
July 2022	June 17, 2022	July 1, 2022
Mid-July 2022	July 1, 2022	July 15, 2022
August 2022	July 15, 2022	July 29, 2022
Mid-August 2022	July 29, 2022	August 12, 2022
September 2022	August 12, 2022	August 26, 2022
Mid-September 2022	September 2, 2022	September 16, 2022
October 2022	September 9, 2022	September 30, 2022
Mid-October 2022	September 30, 2022	October 14, 2022
November 2022	October 14, 2022	October 28, 2022
Mid-November 2022	October 28, 2022	November 11, 2022
December 2022	November 11, 2022	November 22, 2022
Mid-December 2022	December 2, 2022	December 16, 2022

Special Inserts

OSU Corn/Soybean/Forage Performance Trials	November 18, 2022	December 16, 2022
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Advertising Specifications



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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

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.