

# 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.

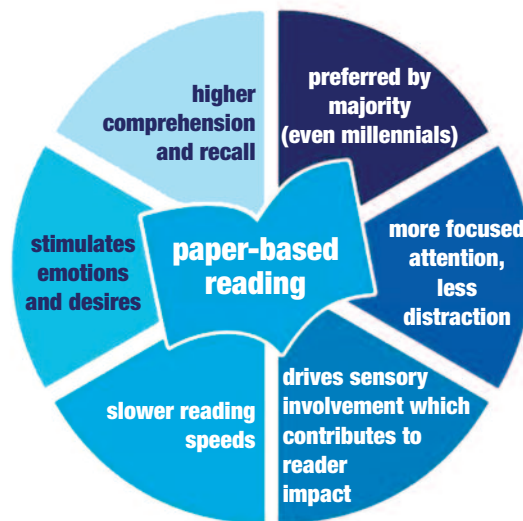


*Ohio's Country Journal* was first published in 1992 to meet the need for a farm publication focused solely on Ohio's agriculture and the people and events that make up Ohio's most important industry. *Ohio's Country Journal* is published twice a month and is recognized as Ohio's premier farm publication.

- **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

---

## 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

### **320 pixels W x 50 pixels H**

- Mobile Banner
- Used as the mobile version for some of the above ad sizes

*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

**Top Banner Ad -  
ad stays as the top banner  
for duration of contract**

600 pixels W x 80 pixels H

**Half Banner Ad (8 available)  
- advertisers rotate ad positions from  
top to bottom of the email weekly**

220 pixels W x 90 pixels H

**Banner Ad (4 available)**

**- advertisers rotate ad positions from  
top to bottom of the email weekly**

600 pixels W x 80 pixels H



**Here's your daily dose  
of Digital Dale!**



600x80

220x90

220x90

Good Morning Everyone... 68 degrees this morning and .47 inch of rain overnight. Sure didn't see that coming but a welcome event.

WASHINGTON (September 1, 2020) - The U.S. Environmental Protection Agency **proposed a rule** that will streamline the regulation of certain plant-incorporated protectants (PIPs) that pose no risks of concern to humans or the environment. This action - which will be available for public comment for 60 days - delivers on a key directive under President Trump's **Executive Order on Modernizing the Regulatory Framework for Agricultural Biotechnology Products**.

U.S. Secretary of Agriculture Sonny Perdue: "Agricultural biotechnology has been and will continue to be an essential tool in helping America's farmers and ranchers feed, fuel, and clothe the world. From producers to consumers, all Americans deserve a government that delivers science-based, common-sense regulations that foster innovation, conserve resources, and protect public health-especially when it comes to the food supply. President Trump is committed to harmonizing our regulatory framework for agricultural biotechnology in order to equip our farmers with the tools they need to produce the world's safest, most abundant, and most affordable food supply."



**Click for current market prices.**



**A sheeking solution to weed control**

By Dusty Sonnenberg, CCA, Ohio Field Leader: a project of the Ohio Soybean Council and soybean checkoff The annual task of getting effective weed control is a challenge every farmer is familiar with. Each year millions of dollars are spent in the ...

[Read more](#)  
ocj.com

600x80

220x90

220x90



**Ask the expert sessions to be held live during 2020 Farm ...**

## Advertising Specifications



1625 Bethel Rd. • Columbus, Ohio 43220  
614-273-0465 • [ocjstaff@ocj.com](mailto:ocjstaff@ocj.com)  
[www.ocj.com](http://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.