

# Media Kit



**Print - Radio - Online.**  
**Ohio's Source for Ag Information**

[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 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.

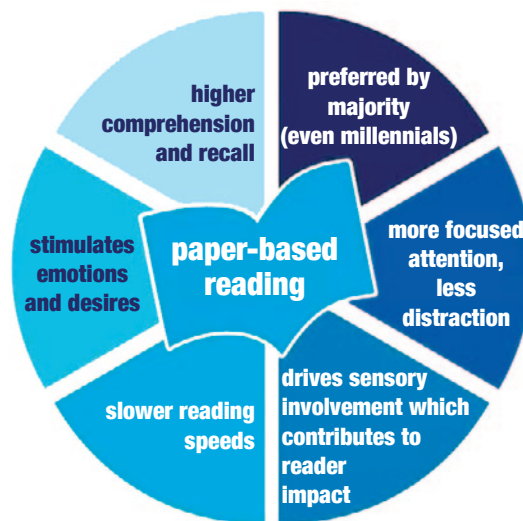


*Ohio's Country Journal* was first published in 1992 to meet the need for a farm publication focused solely on Ohio's agriculture and the people and events that make up Ohio's most important industry. *Ohio's Country Journal* is published twice a month and is recognized as Ohio's premier farm publication.

- **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



Ohio: 16,518  
 Out of State: 2,126  
 Total: 18,644

## 2022 Copy Deadlines

<b>Issue</b>	<b>Space/Copy Deadline</b>	<b>Mail Date</b>
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 copy not received by the deadline will automatically be moved to the next issue.*



## 2023 Copy Deadlines

<b>Issue</b>	<b>Space/Copy Deadline</b>	<b>Mail Date</b>
January 2023	December 9, 2022	December 30, 2022
Mid-January 2023	December 30, 2022	January 13, 2023
February 2023	January 13, 2023	January 27, 2023
Mid-February 2023	January 27, 2023	February 10, 2023
March 2023	February 10, 2023	February 24, 2023
Mid-March 2023	February 24, 2023	March 10, 2023
April 2023	March 17, 2023	March 31, 2023
Mid-April 2023	March 31, 2023	April 14, 2023
May 2023	April 14, 2023	April 28, 2023
Mid-May 2023	April 28, 2023	May 12, 2023
June 2023	May 12, 2023	May 26, 2023
Mid-June 2023	June 2, 2023	June 16, 2023
July 2023	June 16, 2023	June 30, 2023
Mid-July 2023	June 30, 2023	July 14, 2023
August 2023	July 14, 2023	July 28, 2023
Mid-August 2023	July 28, 2023	August 11, 2023
September 2023	August 11, 2023	September 1, 2023
Mid-September 2023	September 1, 2023	September 15, 2023
October 2023	September 8, 2023	September 29, 2023
Mid-October 2023	September 29, 2023	October 13, 2023
November 2023	October 13, 2023	October 27, 2023
Mid-November 2023	October 27, 2023	November 10, 2023
December 2023	November 10, 2023	December 1, 2023
Mid-December 2023	December 1, 2023	December 15, 2023
<b>Special Inserts</b>		
OSU Corn/Soybean/Forage Performance Trials	November 17, 2023	December 15, 2023

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

# Advertising Specifications



ocjstaff@ocj.com  
ocj.com • 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**

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).

## 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.