



Advocating for Ohio agribusinesses by creating both a sustainable business climate and added member value through collaborative policy leadership, continuous education and effective communication.

Dear Ohio AgriBusiness Association Member:

We are proud to announce that we have again contracted with Great Lakes Publishing to create our **2024 OABA Membership Directory**. Great Lakes Publishing has been in business for more than 50 years and produces many well-received subscription publications, including *Ohio Magazine*, *Cleveland Magazine* and *Cincy Magazine*, and custom publications on behalf of the Office of TourismOhio, the Ohio Grape Industries Committee and The Ohio Division of Liquor Control.

The **2024 OABA Membership Directory** is an excellent networking tool and purchasing guide used by members continuously throughout the year. It is a vital asset and helps members connect and form new partnerships. More than 1,000 copies of the directory will be distributed exclusively among OABA members.

Great Lakes Publishing will also be creating a Digital Edition of the directory that will be available on the members-only section of the **OABA website at www.oaba.net**.

Bryan McMahan, our Great Lakes Publishing advertising sales representative, will be contacting you soon regarding advertising in the **2024 OABA Membership Directory**. If you would like to speak with him to reserve your advertising space, you can reach him at 614-461-7601 or bmcmahan@glpublishing.com.

Please take advantage of this important advertising opportunity, and make sure that your business is represented in the **2024 OABA Membership Directory**.

Sincerely,

A handwritten signature in black ink that reads "Janice J. Welsheimer".

Janice J. Welsheimer
Interim CEO





Ohio

AgriBusiness Association

2024 MEDIA KIT

**Great Lakes Publishing and Ohio AgriBusiness Association
are partnering to help connect Ohio agribusiness professionals.**

Who are Ohio AgriBusiness Association members?

OABA is the leading advocate for Ohio agribusiness with membership including the manufacturers and wholesale/retail suppliers of plant nutrient and protection materials, the grain warehousing and marketing industry, the feed and seed industry, as well as companies providing equipment, financing, insurance, consulting and other products and services for the agribusiness industry.

Advertising in the 2024 OABA Membership Directory

- The OABA Membership Directory is a networking tool and purchasing guide distributed exclusively to OABA members annually. Strategic ad placement — with ad design available for just \$85 — allows you to maximize your exposure in this valuable resource, which reaches 95 percent of Ohio's commercial agribusiness professionals.
- Over 1,000 copies will be distributed to OABA members across the country.
- An electronic version of the directory will be available through the members-only login section of the OABA website, allowing advertisers to connect with members through both print and digital advertising.
- See enclosed rates and specifications to help you select the opportunity that best meets your organization's needs.



Reserve Your Space

Contact **Bryan McMahan** for additional information and questions at 614-461-7601 or bmcman@gllpublishing.com.



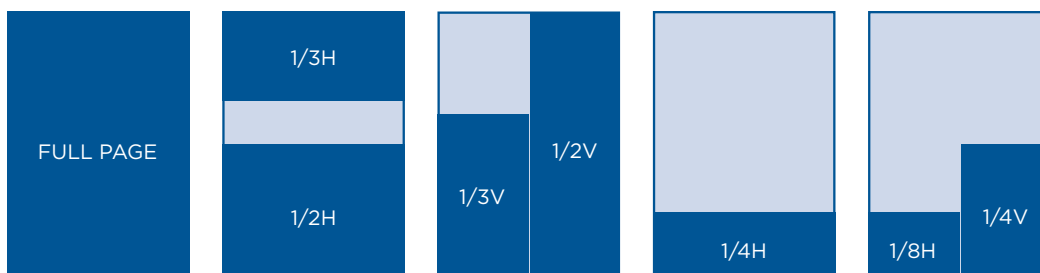
RATES AND SPECIFICATIONS

Size	Specs	Color Rates	B&W Rates
*Inside Front or Inside Back Cover	5 x 7.5 (live area)	\$2,890	N/A
*Back Cover	5 x 7.5 (live area)	\$2,935	N/A
*Tab Full Page	5 x 7.5 (live area)	\$2,730	N/A
*Full Page	5 x 7.5 (live area)	\$2,470	\$1,455
1/2 Page Horizontal	5 x 3.65	\$1,455	\$930
1/2 Page Vertical	2.4 x 7.5	\$1,455	\$930
1/3 Page Horizontal	5 x 2.33	\$1,080	\$720
1/3 Page Vertical	2.4 x 5.2	\$1,080	\$720
1/4 Page Vertical	2.4 x 3.65	\$840	\$550
1/4 Page Horizontal	5 x 1.6875	\$840	\$550
1/8 Page Horizontal	2.4 x 1.725	\$455	\$320
Enhanced Listing	Formatted	\$175	N/A

***BLEED SPECIFICATIONS:** Keep all text 1/2" inside dimensions

Cover 2, 3 and 4
6.375 x 8.75

Tabs & Full Page
6 x 8.75



3-5-24

Advertising space
reservations due

3-14-24

Advertising
materials due

MAY 2024

Delivery



**ALL
PAYMENTS
GO TO:**
Great Lakes
Publishing
P.O. Box 77073
Cleveland, OH
44194-7073

Formatted Ads
Enhanced Listings:
shaded color
background and
four-color logo.

Added Value
Advertisers who
purchase a half
page ad or larger
receive a free
enhanced member
listing.

Ad Design
For an additional
\$85, Great Lakes
Publishing's team will
design your ad.

**Contact Bryan
McMahan for
more information
at 614-461-7601
or bmcman@glpublishing.com.**

General Advertising Information

All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism and copyright infringement. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

Client Supplied Advertisement Specifications

1. All digital color and greyscale artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

2. Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files before publication.

3. Specifications: All color artwork must be in CMYK mode. Black-and-white artwork must be in either greyscale or bitmap mode. RGB mode is not accepted and if supplied will be converted to CMYK, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

4. Accepted Media: Files may be submitted on CD-ROM, emailed (if under 10 MB) or sent to our FTP site (visit www.glpublishing.com for step-by-step instructions).

**For production questions, contact Bryan McMahan
at bmcman@ohiomagazine.com or 614-461-7601.**