

OLCA

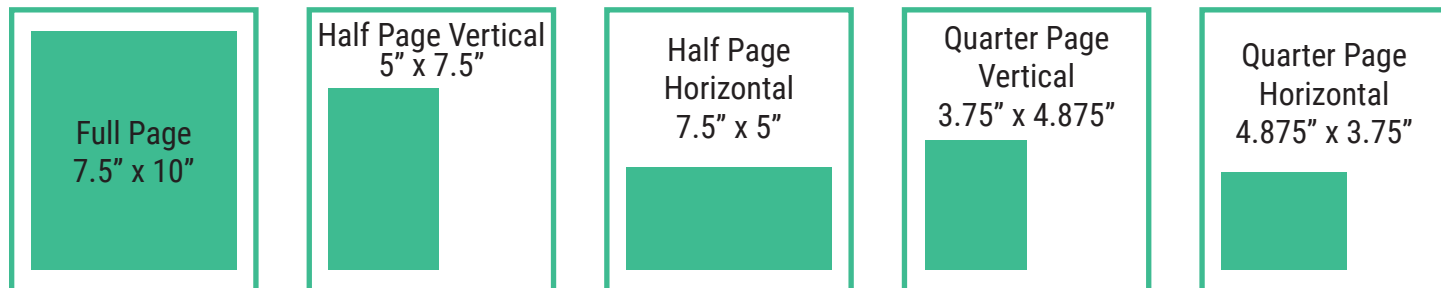
ADVERTISING RATES AND TERMS

Advertise in the OLCA newsletter

OLCA's newsletter, Oregon Landscape, is a quarterly e-newsletter with timely association and industry news and topics for the members of OLCA. Quarterly distribution reaches approximately 600 individuals. The 2nd and 3rd quarter issues are an expanded printed issue sent to the Association members and all licensed Landscape Contractors in the State of Oregon.

Newsletter: Display Ads

Size	Dimensions (Inches)	Member	Non-Member
1/4 page horizontal	4 7/8 x 3 3/4	\$325	\$425
1/4 page vertical	3 3/4 x 4 7/8	\$325	\$425
1/2 page horizontal	7 1/2 x 5	\$385	\$495
1/2 page vertical	5 x 7 1/2	\$385	\$495
Full page	7 1/2 x 10	\$495	\$595
Classified (OLCA Regular Members Only)..... Eight 50-character lines free. \$20 each additional line (B&W only)			



Advertising Requirements

1. If payment is not received by artwork deadline, the ad will not run. OLCA assumes no liability if for any reason it becomes necessary to omit an advertisement.
2. Please submit newsletter advertisements as high-resolution PDFs and digital ads as JPEGs. All files should have no bleeds. Email to info@oregonlandscape.org.
3. All advertising and links are subject to OLCA's approval. OLCA reserves the right to reject advertising or links which are not in keeping with OLCA's standards and objectives.
4. Advertisers are encouraged to describe products and services in an accurate and complete manner. OLCA reserves the right to refuse ads which, because of omissions or inaccuracies, provide misleading information. Advertisement for job openings and employee recruiting are not allowed with the exception of intern placement notices for accredited educational institutions.
5. The publication of any advertisement by OLCA is neither an endorsement of the advertiser nor of the products or services advertised. OLCA is not responsible for any claims made in any advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece, the fact that a product or service has been advertised in an OLCA publication.
6. Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed and links posted, and also assume responsibility for any claims arising therefrom made against OLCA, and all of its officers, directors, employees, members, and agents from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to attorney's fees) arising from any breach, or alleged breach, of the warranties identified in this section.
7. OLCA's liability for any error will not exceed the charge for the advertisement in question.
8. You retain copyright of your Advertisements. By submitting Advertisements, however, you hereby grant OLCA worldwide, irrevocable, non-exclusive, and transferable license to reproduce the

Advertisement, including any trademarks therein, and including without limitation in any future archive or database in any medium, now known or later invented.

Advertisement Specifications

- All ads submitted must be electronically, camera-ready, and match exact size specifications defined on these enclosed pages.
- Ads should be submitted electronically in either a JPEG or PDF file format with the color in a RGB format to sbarrett@oregonlandscape.org specifying which issue the ad is to run in and including a billing name, address and phone number. Please note that if the newsletter is printed (we typically print and mail two issue per year) the ads will be in black and white format.
- No bleeds or negatives.
- Color ads are preferred and need to be in a RGB format.

Payment Terms

Current advertising rates apply and may be changed by OLCA without notice. Where invoicing is requested, Advertiser agrees to pay net 30 days. Payments are accepted via check and credit card.

Cancellation

Written cancellation of an order must be received by deadline submission date to receive a refund of purchase less a 30% processing fee. No cancellation will be accepted without written acknowledgment from OLCA confirming receipt.

Advertising Due Dates:

- Q1: Ad due February 12th
- Q2: Ad due May 14th
- Q3: Ad due August 13th
- Q4: Ad due November 12th

Email Advertising

A monthly online newsletter with your editorial or advertorial content.

	MEMBER PRICE		TOTAL AVAILABLE
Member	\$500	Limit 3 per year	12
Spotlight		per customer	