

# 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 • Fax: 614-273-0463  
www.ocj.com • www.ohioagnet.com

Ohio's Country Journal and the Ohio Ag Net are affiliated companies of Agri Communicators Inc. Agri Communicators is located in Columbus, Ohio and was founded in 1972 by the late Ed Johnson. Ed was known as Ohio's ambassador for agriculture. The company is now owned and operated by his son, Bart Johnson and his wife, Sheryl.

The Goal of Agri Communicators is to provide the Ohio farming community the information they need to help make their farm profitable, while providing an enjoyable and entertaining experience through its print, radio, and online offerings.

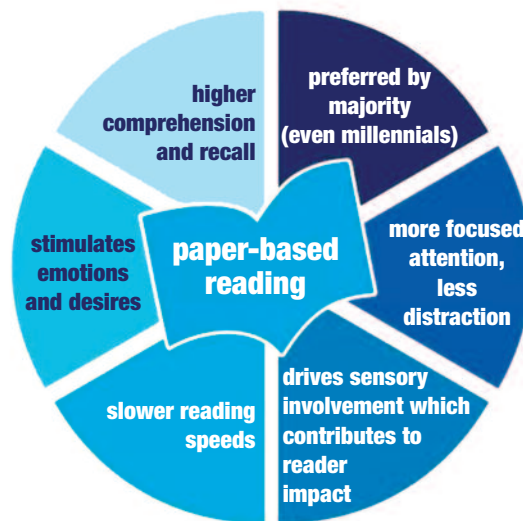


Ohio's Country Journal was first published in 1992. The Johnson family saw a need for a farm publication that focused solely on Ohio's agriculture and the people and events that make up Ohio's largest industry. The Ohio's Country Journal is published twice a month and is recognized as Ohio's premier 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

### Banner Ad (2 available)

600 pixels W x 80 pixels H

### Sidebar Ad (4 available)

140 pixels W x 180 pixels H

### Little Banner (2 available)

468 pixels W x 60 pixels H



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



**Good Morning Everyone...**  
33 degrees this morning and a roller coaster of weather this week as Ryan Martin explains below.

**Classes start today at OSU** and my son Ryan was getting ready for a return to the class room by pulling several of his traps which he can't properly take care of with his class schedule. Now he still has some coyote traps and muskrat traps out as they are close and he can check them before school. A local horse farm has a few racoon sets out as they have had issues in the barn and asked for some help.

What I found interesting was that **we encountered a snake** in the creek while picking up his traps. Not a big snake but any snake in January in Ohio will get your attention. I was not sure so I took a double look and forgot to take a picture. I have never seen that color pattern before either. I will pay more attention around the wood pile as long as the temps stay above freezing.

**Closed Markets**

Cattle Feb	121.92	- 1.30
Hogs Feb	61.95	- .20

**Overnight Markets**

Milk Jan	14.15	- .10
Corn Mar	3.63	unch
Beans Jan	9.13	3 1/2
Wheat July	5.29	- 1/2
Crude Feb	48.90	.94
Gasoline Feb	1.38	.033
Ethanol Feb	1.30	.009

**Quick Links**

- Markets
- Weather
- Crops
- Livestock
- Farm Equipment
- FFA News
- National Headlines

**Ohio Ag Weather and Forecast - January 7**



No change in our nearby and macro thoughts this morning, but we are going to be making some timing adjustments and the result will be a longer dry window in-between systems, even as our pattern shifts colder.

No change in the thought process today. We have a front that will cross the state later today, and it will bring rain. The moisture is a little slow in its arrival vs our forecast last week. In fact, rain really does not get going in many areas until late this afternoon and tonight. However, once rain starts, it comes in two waves, one late this afternoon through the overnight tonight, and then a second through the day tomorrow. We expect 36 hour rain totals (everything done by late tomorrow night or early Wednesday morning) to be up towards half an inch, although those half inch numbers will be limited to a very small percentage of the state. On top of that, we will see very gusty winds, averaging 15-30 mph all day long today out of the southwest...this will take temps up to above normal levels again, and ensure that we see all liquid precipitation here.

[Click here for weather from Ohio Ag Net Chief Meteorologist Ryan Martin](#)



**Life and lessons at Laurel Valley Creamery**



Nick and Celeste Nolan operate a 25- to 30-cow dairy on their family's homestead in Gallia County. The family of eight has been working on the farm for 13 years and making cheese for nine of those years, which is a full-time job for both parents.

The property was owned by Nick's grandparents and was a dairy farm from 1947 until 1990. In 2001, Nick and Celeste moved their family back to the farm.

"Nick worked for General Mills in Wellston as a project engineer. And then in 2005, they outsourced his position and we had [already] bought the farm and [were] just kind of hobby farming," Celeste Nolan said.

At Laurel Valley Creamery, they typically make around 500 pounds of cheese per week.

Have a great day!

**Dale, Matt and Joel**

The Ohio Ag Net

## Advertising Specifications



1625 Bethel Rd. • Columbus, Ohio 43220  
614-273-0465 • ocjstaff@ocj.com  
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

Little Banner Ad- 468 pixels W x 60 pixels H

Sidebar Ad- 140 pixels W x 180 pixels H

### Software Requirements

#### JPG Files & GIF Files

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.