



OREGON SCHOOL NUTRITION ASSOCIATION DIRECTORY 2017-2018

OSNA Directory Office
677 SW Tanglewood Circle
McMinnville, OR 97128
(503) 409-9421
julie.bricher@gmail.com

Dear School Food Service Supplier:

The Oregon School Nutrition Association's (OSNA) 22nd Annual OSNA School Food Service Directory is now in production. Enclosed are the pertinent materials that will assist you in placing ads in this year's comprehensive resource guide, including:

1. Ad Reservations Form: This form lists the ads placed by your company (or on behalf of your company; e.g., if you are a brokerage placing more than one ad) in last year's OSNA Directory.

- All ads from last year are on file in our offices and can be repeated by indicating so in the "Repeat 2016-2017 ad" checkbox.
- If you advertised last year, but wish to supply a wholly new ad, please check the "New Ad" box.
- If you are a NEW advertiser, please fill out the company name in the blank space(s) provided, along with the size and color of the ad you want to place for 2017-2018. We will contact you to confirm mechanicals and specifications.

*Please note: All space reservations, new camera ready ad copy, and checks made payable to OSNA or credit card payments are due to the OSNA Directory Office **no later than August 31, 2017**.*

2. Ad Rates/Mechanicals: This information sheet relays the cost for each size and color of ad, along with the measurements of each size ad.

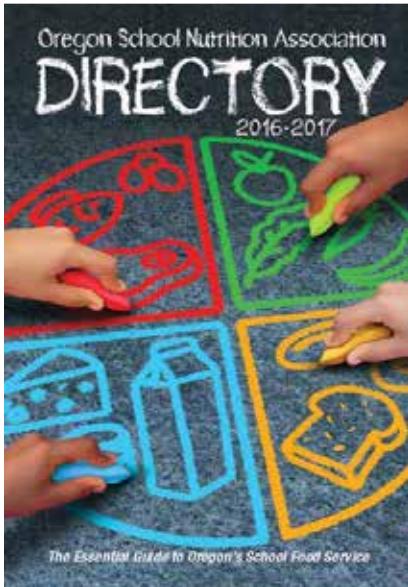
3. Vendor Listing Form: All advertisers in the OSNA Directory receive a bonus listing in our Supplier's Section. Each confirmed advertiser should complete the form and mail or scan as a PDF and email it to the addresses provided on the form.

4. Payment Information and Checklist: We've provided an easy-to-use checklist for advertisers and payment information to help assist you in placing and submitting your ad.

On behalf of OSNA's Industry Committee, thank you for your support of Oregon's school food service administrators and programs. We look forward to working with you again this year to get your sales message out to the school food service market.

Best regards,

Julie Bricher
OSNA Directory Editor
julie.bricher@gmail.com



2017-2018 Oregon School Food Service Directory

Published by the Oregon School Nutrition Association

In its 22nd year of publication in this easy-to-use format, the **Oregon School Food Service Directory** is the only such resource guide published that is found on the desks of your target customers in the school nutrition field year-round.

Advertising Opportunities

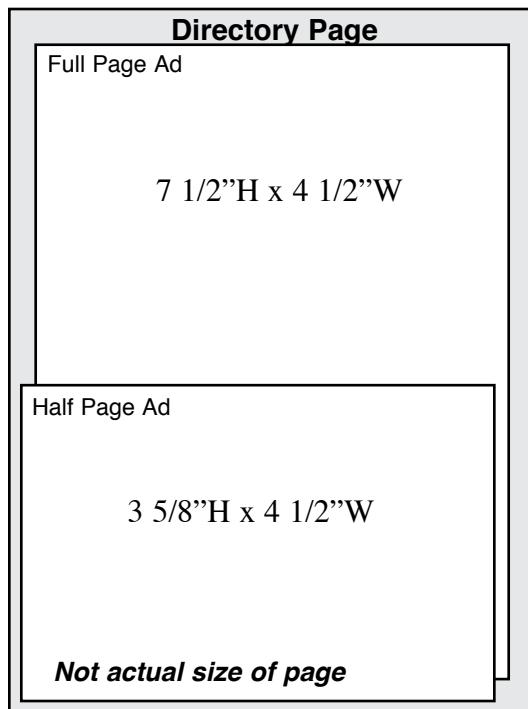
Showcase your company's latest products and services directly to decision-makers with an ad in this year's top desk-top resource. Advertisers will receive a complete product/services listing in the special Suppliers Section, as well as hotlinks to the company website in the digital PDF version on OSNA's website.

Annual Directory Display Advertising

We accept PDF or JPG files, at a minimum 300 dpi resolution.

- Full-Page Ad — \$450**
7 1/2" high x 4 1/2" wide | vertical
- Half-Page Ad — \$300**
3 5/8"H x 4 1/2"W | horizontal

We can help design your ad at no cost.
Email Julie at julie.bricher@gmail.com.



OSNA School Meal Scoop eNews Advertising

You can now reach OSNA members via our monthly e-newsletter delivered directly to their in-boxes.

Sponsor Logo Ad Rates

- 3x — \$50**
- 6x — \$100**
- 9x — \$150**
- 12x — \$185**

Send us a JPG of your company logo and the URL address and we'll make it a click-thru link in either 3, 6, 9, or all 12 issues of OSNA's School Meal Scoop eNews! A limit of 10 sponsors logos will be accepted for each monthly eNews edition.

eNews Display Ad — \$100/issue

One display ad space (3 5/8" high x 4 1/2" wide (horizontal) is available per issue.

Please note: Digital advertising opportunities are only available to advertisers who place an ad in the Annual Directory. All Sponsor logo and eNews Display Ad placements in the eNews are based on random lottery, both in terms of months and order of appearance in the eNews.

2017-2018 OSNA Directory Advertiser Supplier Section Listing Form

In its 22nd year, this valuable reference is the only state school food service industry directory available that provides detailed listings for all of the decision makers—from school nutrition directors and food service administrators to business managers—with addresses, phone/fax, e-mails. Also featured is an updated listing by category of suppliers to this target audience, from food brokers and food manufacturers, to equipment dealers and product distributors, to myriad service providers. Don't miss out on your opportunity to keep your company's products and services in front of the buyers all year long!

Your ad will also as a clickable link to your company's website in the digital version of the OSNA Directory at www.osna.us.

**Please email your completed form by Aug. 31, 2017 to
Julie Larson Bricher, Editor, OSNA Directory
julie.bricher@gmail.com**

For your company's Complimentary Listing in the 2017-2018 Oregon School Food Service Directory, please complete and **return this form by August 31, 2017**. Your completed and returned form before the deadline will ensure that your listing appears accurately

Company Name: _____

Address: _____

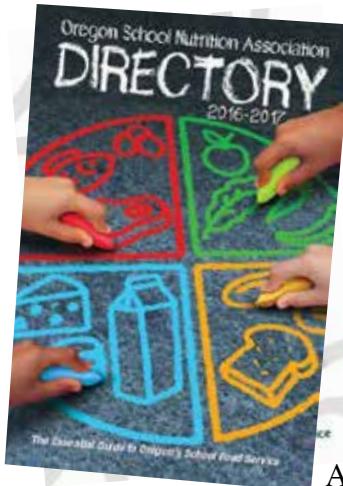
Phone: _____ **Fax:** _____

Name of Contact Person: _____

E-Mail/Web Site: _____

Company Profile Listing: Please type or print legibly a brief description (75 words or less) of your products/services. Fill out the company name, address, phone/fax, and contact person information above. Non-advertisers in the 2017-2018 OSNA Directory may or may not receive descriptions, depending on space. All advertisers will receive descriptions. There is no charge for company profile listings.

<input type="checkbox"/> Associations/Councils	<input type="checkbox"/> Distributors/Wholesalers	Food Suppliers
<input type="checkbox"/> Utilities	<input type="checkbox"/> Beverages	<input type="checkbox"/> Deli Foods
<input type="checkbox"/> Brokers/Manufacturer's Reps	<input type="checkbox"/> Natural/Organic	<input type="checkbox"/> Packaging Supplies/
<input type="checkbox"/> Food Manufacturers	<input type="checkbox"/> Education/Technical	Containers
<input type="checkbox"/> Design/Foodservice Consultants	Assistance	<input type="checkbox"/> Frozen Foods
<input type="checkbox"/> Bakery/Bread	<input type="checkbox"/> Dairy Products	<input type="checkbox"/> Food Safety Equipment/
<input type="checkbox"/> Meat/Poultry/Seafood	<input type="checkbox"/> Snack Foods	HACCP Products
	<input type="checkbox"/> Foodservice Equipment/Non-	<input type="checkbox"/> Fruits/Vegetables



Oregon School Nutrition Association

2017-2018 OSNA Directory

Advertising Reservations Form

Advertisers who would like to repeat the ad placed last year, please check the appropriate box. If you are an advertiser from last year who wants to place a new ad or needs corrections made to last year's ad, please check the box and complete the notation line. If you are adding a digital ad schedule to your print ad buy, please indicate the frequency rate on the Ad Size line.

Contact person for the following ads:

Name _____

Company _____

Phone _____

Fax _____

E-Mail _____

NOTE: If you have checked the Digital Ad box above, please indicate on the "Ad Size" line which frequency (3x, 6x, 9x, or 12x per year)

AD MATERIALS Due: Aug. 31, 2017

Please scan and email to: julie.bricher@gmail.com

OSNA Directory

Payment Information & Advertiser's Checklist

How to Pay for Your Directory Ad

After confirmation of your reserved ad space, **OSNA will send you an invoice via e-mail.**

Payments are due within 15 days of the invoice date appearing on the form. Invoices must be paid in full no later than Sept. 1, 2017.

Advertisers in the Oregon School Nutrition Association Annual School Food Service Directory can pay in the following ways:

1. Send check payable to OSNA to:

Oregon School Nutrition Association (OSNA)
PO Box 1525
Lake Oswego, OR 97035

(Please write "OSNA 2017-2018 Directory Ad" in the notation line)

2. OSNA now accepts payment by credit card. Just complete the "Pay By Credit Card" information section provided on your invoice and OSNA will process your payment. **An invoice will be issued to you following your confirmed ad reservation.** OSNA accepts Visa and Mastercard.



Please note: Advertisements from suppliers who have outstanding balances from previous publications of the OSNA Directory will not be accepted or processed until the payment is received for past due charges. OSNA also will require these advertisers to pre-pay ads for the 2017-2018 Directory.

Advertiser's Checklist

- Complete 2017-2018 Ad Reservations Form, indicating size, color, new or repeat ad

- Complete Supplier's Listing Form, including updated contact information and 50-word company description

- Mail or e-mail PDF of Ad Reservations and Supplier's Listing forms and ad materials to:

Julie Larson Bricher
Directory Editor
677 SW Tanglewood Circle
McMinnville, OR 97128

E-mail: julie.bricher@gmail.com

- When you receive your OSNA Invoice, indicate payment by check or credit card, and send to: OSNA, P.O. Box 1525, Lake Oswego, OR 97035.