



OREGON SCHOOL NUTRITION ASSOCIATION DIRECTORY 2015-2016

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) 19th 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 2014-2015 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 2015-2016. We will contact you to confirm mechanicals and specifications.

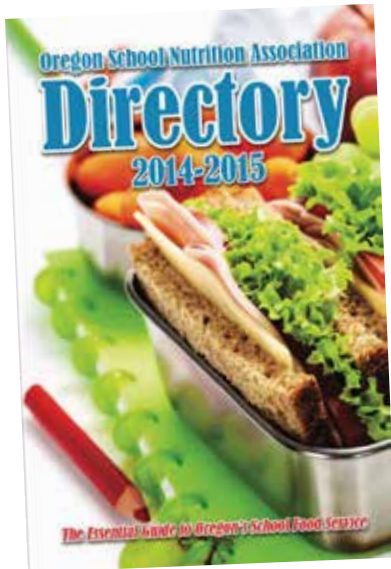
*Please note: All space reservations, new camera ready ad copy, and checks made payable to OSNA or credit card payments are due to the OSNA Directory Office **no later than August 14, 2015.***

- 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



2015-2016 Oregon School Food Service Directory

Published by the Oregon School Nutrition Association

In its 19th 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 food service field all year long.

The up-to-date, fully indexed Directory provides comprehensive statewide listings, including school food service **director, business manager and administrator** contact names, addresses, and phone/fax numbers, presented both in alpha order and geographically for easy reference. The special suppliers section, which is alphabetical by category, provides

listings of a wide range of vendors serving the state's school food service programs.

Advertising Opportunities

Showcase your company's latest products and services directly to the decision-makers with a well-placed advertisement in this year's annual desk-top resource. Advertisers will receive a complete product/services listing in the special Suppliers Section in up to three selected category headings.

Not actual size of page

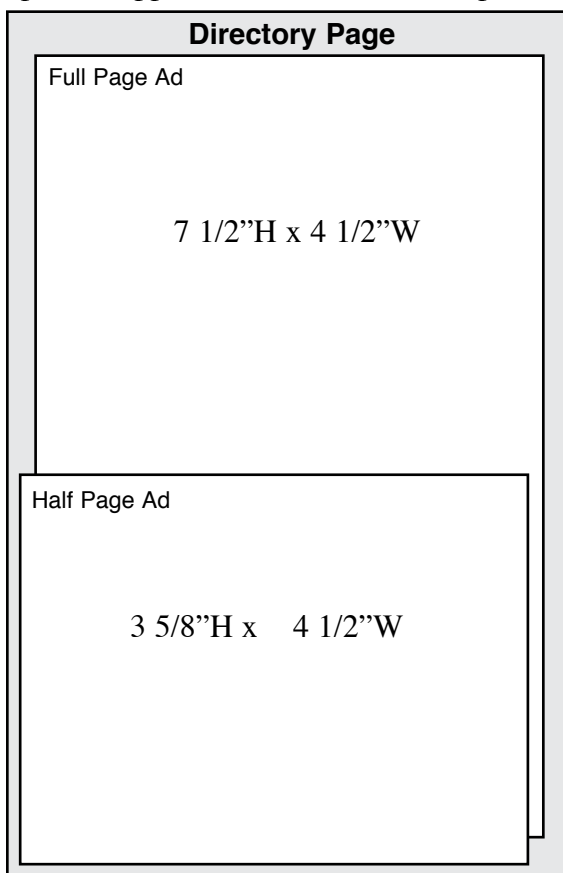
Color Advertising

Take this opportunity to make your advertising really shine in full color!

- **Half-Page Ads.** This horizontal ad (3 5/8"H x 4 1/2"W) allows you value-added color to promote your products or services. **(\$300)**
- **Full-Page Ads.** Get the most impact with a full-page color ad (7 1/2"H x 4 1/2"W). Must be provided camera-ready (four pieces of film and matchprint) Ask about digital submissions. **(\$450)**

Black-and-White Advertising

- **Half-Page Ads.** A truly inexpensive way to keep your company's names in front of the buyers. This horizontal ad (3 5/8"H x 4 1/2"W) allows you value-added space to promote your products and services. **(\$250)**
- **Full-Page Ads.** This size (7 1/2"H x 4 1/2"W) gives you the room to make a real impact on the buyer and distinguish yourself from the crowd. **(\$400)**



**For Ad Space Reservations, contact:
Julie Bricher, Editor (503) 409-0421**

Ad Space Reservations and Ad Copy/Materials Due: Aug. 14, 2015

2015-2016 OSNA Directory Advertiser Supplier Section Listing Form

In its 19th 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. 14, 2015 to
Julie Larson Bricher, Editor, OSNA Directory
julie.bricher@gmail.com**

For your company's Complimentary Listing in the 2015-2016 Oregon School Food Service Directory, please complete and **return this form by August 14, 2015**. Your completed and returned form before the deadline will ensure that your listing appears accurately.

Company Name: _____

Address: _____

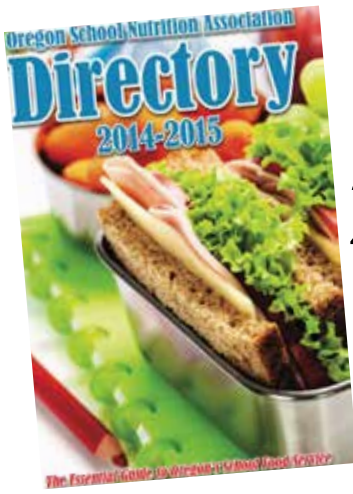
Phone: _____ **Fax:** _____

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 2015-2016 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/
Containers |
| <input type="checkbox"/> Food Manufacturers | <input type="checkbox"/> Education/Technical
Assistance | <input type="checkbox"/> Frozen Foods |
| <input type="checkbox"/> Design/Foodservice
Consultants | <input type="checkbox"/> Dairy Products | <input type="checkbox"/> Food Safety Equipment/
HACCP Products |
| <input type="checkbox"/> Bakery/Bread | <input type="checkbox"/> Snack Foods | <input type="checkbox"/> Fruits/Vegetables |
| <input type="checkbox"/> Meat/Poultry/Seafood | <input type="checkbox"/> Foodservice Equipment/Non- | |



Oregon School Nutrition Association

2015-2016 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 a new advertiser, check the "New Advertiser" box, and indicate size, etc.

Contact person for the following ads:

Name _____
 Company _____
 Phone _____
 Fax _____
 E-Mail _____

ADVERTISER	Repeat 2014-15 Ad	New Ad	New Advertiser	Size/Color
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

NOTATIONS: Please indicate corrections to ads in the space below, or special requirements.

_____ **AD MATERIALS Due: Aug. 14, 2015** _____
 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, 2015.

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 2015-2016 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, Mastercard, American Express and Discover.



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 2015-2016 Directory.

Advertiser's Checklist

- Complete 2015-2016 Ad Reservations Form, indicating size, color, new or repeat ad
- Complete Supplier's Listing Form, including updated contact information and 75-word company description
- Mail or e-mail PDF of Ad Reservations and Supplier's Listing forms 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.