



OREGON SCHOOL NUTRITION ASSOCIATION DIRECTORY 2021-2022

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) Annual OSNA School Food Service Directory is now in production. We look forward to your continued support!

As a result of the continuing economic hardships faced by many businesses in our vendor community due to the COVID-19 pandemic, for a second year OSNA is offering a \$50.00 discount per print ad in this year's print edition of the Directory. We appreciate all that you and your companies do to support high-quality school meals for Oregon's K-12 students.

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.
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 and be well,

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



2021-2022 Oregon School Food Service Directory

Published by the Oregon School Nutrition Association

In its 26th 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 — \$400**
7 1/2" high x 4 1/2" wide | vertical
- **Half-Page Ad — \$250**
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.

Directory Page

Full Page Ad

7 1/2"H x 4 1/2"W

Half Page Ad

3 5/8"H x 4 1/2"W

Not actual size of page



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.

**2021-2022 OSNA Directory
Advertiser Supplier Section Listing Form**

In its 26th 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, 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.

Your ad will also appear as a clickable link to your company’s website in the digital version of the OSNA Directory at www.osna.us if your website URL is part of the ad copy..

**Please email your completed form by Aug. 13, 2021 to
Julie Larson Bricher, Editor, OSNA Directory
julie.bricher@gmail.com**

For your company’s Complimentary Listing in the Oregon School Food Service Directory, please complete and **return this form by August 13, 2021**. 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/Website: _____

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

Oregon School Nutrition Association

2021-2022 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 _____

ADVERTISER	Repeat 2020-21 Ad	New Ad	Digital Ad	Ad Size (Full or Half page)
_____	<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"/>	_____

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. 13, 2021

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. 7, 2021.

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 2021-2022 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 2021-2022 Directory.

Advertiser's Checklist

- Complete 2021-2022 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, Attn: OSNA Directory, P.O. Box 1525, Lake Oswego, OR 97035.