

# 2010 advertising rates

## The American GARDENER

is the magazine of the American Horticultural Society (AHS), one of the oldest non-profit gardening organizations in the United States. The AHS is a national membership organization that advocates and supports successful and earth-friendly gardening through its educational programs and publications. Each issue covers a wide range of gardening topics such as plant profiles, how-tos, design tips, hot trends, and interviews with prominent gardening personalities.

Published six times per year, *The American Gardener* reaches more than 20,000 paid subscribers including AHS members, professional horticulturists, Master Gardeners, public gardens, and public/educational libraries. There is also bonus distribution at major horticultural events such as flower shows, trade shows, symposia, and conferences throughout the country.

Four Color	1x	3x	6x	12x
1 page	\$2000	\$1775	\$1650	\$1580
2/3	1525	1350	1295	1250
1/2 island	1300	1175	1125	1080
1/2	1210	1100	1050	990
1/3	875	795	735	680
1/4	655	610	550	510
1/6	465	420	375	340
Black & White	1x	3x	6x	12x
1 page	\$1475	\$1350	\$1255	\$1205
2/3	1150	1035	995	960
1/2 island	1000	900	865	830
1/2	925	845	800	760
1/3	650	595	550	525
1/4	500	460	410	400
1/6	340	300	275	255
Covers (4C)	1x	3x	6x	12x
2nd	\$2550	\$2275	\$2100	\$1980
3rd	2425	2150	2025	1900
4th	2850	2575	2350	2100



### CLASSIFIED ADVERTISING

All classified advertising must be prepaid. Classified advertising rate is \$2.75 per word; minimum \$66 per insertion. (10% discount applies for three or more consecutive ads using same copy, provided each insertion meets \$66 minimum after taking discount.) Copy and prepayment must be received on the 15th of the month two months prior to publication date.

Classified Display	B/W	4C
A (2-1/4 x 1)	\$110	\$155
B (2-1/4 x 1-1/2)	145	200
C (2-1/4 x 2-1/4)	175	255

### Inserts

E-mail [advertising@ahs.org](mailto:advertising@ahs.org) for details.

### Guaranteed Position

15% additional charge on earned rate for guaranteed position. Available on issue-by-issue basis only.

### Discounts

Arboreta and gardens participating in the American Horticultural Society's Reciprocal Admissions Program are eligible for a 10% discount.

For more information, contact Viveka Neveln at (703) 768-5700 ext. 120 or e-mail [advertising@ahs.org](mailto:advertising@ahs.org)

# 2010 advertising specs

## ISSUANCE

*The American Gardener* is published 6 times a year.

## CLOSING DATES FOR ADVERTISING

Issue	Reservations	Materials
Jan./Feb.	Nov. 15	Dec. 1
Mar./Apr.	Jan. 15	Feb. 1
May/June	Mar. 15	Apr. 1
July/Aug.	May 15	June 1
Sept./Oct.	July 15	Aug. 1
Nov./Dec.	Sept. 15	Oct. 1

No cancellations accepted after reservations closing date. A previously run ad will be used for contracted advertisers whose new ad is not received by materials closing date.

## SPECIFICATIONS

### Printing

*The American Gardener* is printed on web-fed offset presses on 60-lb. self-covered gloss recycled paper.

### Binding

Saddle stitch.

### Screens

150-line screen.

### Production Requirements

Ads can be submitted as high-resolution PDF, EPS, or TIFF files. Mail large files on a CD or upload to an FTP site for retrieval; smaller files can be e-mailed.

Please include a colorproof with submitted file if color-matching on press is critical.

## SENDING MATERIALS

Advertising materials should be mailed to:

Viveka Neveln  
*The American Gardener*  
7931 East Boulevard Drive  
Alexandria, VA 22308

Digital ads can be e-mailed to: [advertising@ahs.org](mailto:advertising@ahs.org). Please include the name of the advertiser, the size of the ad, and the date of insertion.

## MECHANICAL REQUIREMENTS

### Publication Trim Size

8-1/4 x 10-7/8

### Display Ad Size

Full page  
2/3  
1/2 vertical  
1/2 horizontal  
1/2 island  
1/3 vertical  
1/4  
1/6 vertical  
1/6 horizontal

### Dimensions (inches)

7 x 9-1/2  
4-5/8 x 9-1/2  
3-1/2 x 9-1/2  
7-1/8 x 4-5/8  
4-5/8 x 7-1/8  
2-1/4 x 9-1/2  
3-1/2 x 4-5/8  
2-1/4 x 4-5/8  
4-5/8 x 2-1/4

### Bleed Specifications

Single-page bleed plates: 8-1/2 x 11-1/8

Spread bleed plates: 16-7/8 x 11-1/4

No extra charge for bleeds. Critical matter should be kept a minimum of 1/4 inch from trim in all ads.

## GENERAL INFORMATION

### Commission and Payment Policies

15% of gross billing allowed to recognized advertising agencies on display ads. No agency discounts on classified text or classified display ads. Advance payment is required for classified ads and first-time display ads. Invoices are rendered for all other ads when magazines are shipped. Payment is due within 30 days of invoice date.

### Return of Materials

CDs and colorproofs are not returned unless specifically requested in writing at the time materials are submitted.

### Publisher's Protective Clause

All advertising is accepted or rejected at the discretion of the publisher. The publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, could be mistaken for editorial content.

## AHS WEBSITE ADVERTISING

Contact Viveka Neveln for more information at [advertising@ahs.org](mailto:advertising@ahs.org), or call (703) 768-5700 ext. 120.



*The American Gardener* is a publication of the American Horticultural Society

*Making America a Nation of Gardeners, a Land of Gardens*

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