

The American GARDENER

Display Advertising

Black & White Rates

	1x	3x	6x	12x	24x
1 page	\$1,425	\$1,360	\$1,315	\$1,205	\$1,110
2/3	1,135	1,095	1,045	960	885
1/2 island	980	940	900	830	750
1/2	900	860	825	750	700
1/3	610	585	565	515	480
1/4	485	460	440	405	375
1/6	325	305	290	275	255

Covers

2nd	\$1,795	\$1,705	\$1,635	\$1,505	\$1,380
3rd	1,635	1,570	1,500	1,380	1,275
4th	1,915	1,835	1,760	1,620	1,490

Four-Color Process Rate

Add \$955 to black-and-white and cover rates. Matched colors must be converted to process.

Inserts

Contact publisher 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.

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 consecutive ads using same copy, provided each insertion meets \$66 minimum after taking discount.) Copy and prepayment must be received on the 20th of the month three months prior to publication date.

Classified Display Sizes

A (2-1/4 x 1)	\$ 96.00
B (2-1/4 x 1-1/2)	134.00
C (2-1/4 x 2-1/4)	155.00

Issuance

The American Gardener is published 6 times a year.

Closing Dates for Advertising

Edition	Reservations	Materials
Jan./Feb.	Nov. 1	Dec. 1
Mar./Apr.	Jan. 1	Feb. 1
May/June	Mar. 1	Apr. 1
July/Aug.	May 1	June 1
Sept./Oct.	July 1	Aug. 1
Nov./Dec.	Sept. 1	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 closing date.

Specifications

Printing

The American Gardener is printed on web-fed offset presses on 60-1b. self-covered gloss recycled paper.

Binding

Saddle stitch.

Screens

133-line screen.

Production Requirements

Ads can be submitted as high-resolution PDF, EPS, or TIFF files. Mail large files on a Zip disk or CD; smaller files can be e-mailed.

If an ad must be submitted as an application file, we will accept QuarkXpress documents on a Zip disk or CD, together with all the screen and printer fonts and graphics files (TIFF or EPS format, at least 300 dpi) used in the ad. True Type fonts are not recommended and may be replaced with a similar Postscript font if needed.

We recommend including a colorproof with all submitted files.

Shipping Materials

Advertising materials should be mailed to:

Viveka Neveln
Advertising Coordinator
7931 East Boulevard Drive
Alexandria, VA 22308

Digital ads can be e-mailed to: advertising@ahs.org

Mechanical Requirements

Publication Trim Size

8-1/4 x 10-7/8

Display Ad Size

Display Ad Size	Dimensions (inches)
Full page	7 × 9-1/2
2/3	4-5/8 × 9-1/2
1/2 vertical	3-1/2 × 9-1/2
1/2 horizontal	7-1/8 × 4-5/8
1/2 island	4-5/8 × 7-1/8
1/3 vertical	2-1/4 × 9-1/2
1/3 horizontal	4-5/8 × 4-5/8
1/4	3-1/2 × 4-5/8
1/6 vertical	2-1/4 × 4-5/8
1/6 horizontal	4-5/8 × 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.

Return of Materials

Zip disks, 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.