

The American Gardener

Guidelines for Photographers

The American Gardener is the official publication of the American Horticultural Society, a non-profit national membership organization founded in 1922. Published bimonthly, it is a 64-page, four-color magazine designed to appeal to a national audience of avid gardeners and horticultural professionals.

As a general rule, photographs submitted to *The American Gardener* must relate directly to a particular article. Although we occasionally contract for work to be done on assignment, most of the images we use are solicited from a core group of photographers with photo libraries in excess of 50,000 plant images. Most of our photographers are knowledgeable about plants and horticulture. Requests for specific images are sent out to these photographers approximately 10 weeks before publication of each issue.

Before adding photographers to our regular photo call list, we need to assess both the quality and quantity of their collections. Photographers who would like to be considered for addition to the photo call list should submit samples of their work and a list indicating the types and number of plants in their collection. After reviewing both, we may decide to add the photographer to our photo call for a trial period of six issues (one year).

What we're looking for

Photographers should request a copy or copies of the magazine and become familiar with its contents before sending us any samples. Sample copies are available for \$5 per copy. Send checks payable to AHS with your request for sample issues to the mailing address below.

Our readers are experienced gardeners who want to learn about native plants, lesser-known plants, and environmentally responsible ways to garden. Our photo needs are very plant specific; many of our articles profile a variety of species in a plant genus, including many not commonly found in retail garden outlets. We very rarely use "artistic" plant photos or generic shots of flowers and gardens. We look for photos that document what plants look like and where and how they grow in American garden settings.

It is very important to include some kind of plant list for your stock so we can determine if you specialize in the types of plants we cover. The list does not have to be comprehensive, but it should give some idea of the breadth of your photo archive. If, for instance, your list contains mostly tulips, pansies, roses, and other popular plants like these, your stock will not be a good match for our articles. Also, if your list does not include the botanical names for all plants, we will not be able to use the photos.

We accept slides, transparencies, and digital photos (no photo prints or negatives). Sample slides will be returned if submitted with a self-addressed, stamped envelope or self-addressed and paid FedEx label.

Submitting Slides and Transparencies

- Please send all slides in photo sleeves. For initial evaluation, a sample of 20 (one sleeve) or so is adequate to show quality.
- Each slide or transparency must be labeled with the name and address of the photographer.
- All photographs of plants must be identified on the slide or transparency with complete botanical names, including genus, species, and botanical variety or cultivar, where applicable.

If you are submitting photos in response to one our photo calls, be sure to:

- Include a separate list of captions, repeating the botanical names and giving any other pertinent information (where it was photographed, etc.).
- For photographs of gardens, include the name of the garden. A caption sheet must be included that clearly identifies the major plants in the scene or describes the significant characteristics of the scene.

Please note: We cannot be responsible for unsolicited material.

Submitting Digital Image Files

We accept high-resolution digital files in either JPEG or TIFF format. If the bulk of your submissions will be digital, be sure your camera is at least 6 MB and that photos are taken at the highest quality setting. Do not send scans of slides unless you have a high-end, professional-quality scanner. Submit the files on a CD together with a colorproof of the images and identification of each image. Please do not e-mail files to us.

Mailing Address

Requests for sample issues, slides, and CDs should be sent to:

The American Gardener
American Horticultural Society
7931 East Boulevard Drive
Alexandria, VA 22308

Payment and Credits

Payment is made upon publication and is for one-time use in our print magazine and its electronic equivalent on the members-only area of the Society's website (www.ahs.org). All photographers receive a formal agreement stating payment terms and rights purchased.

Each photograph will be accompanied by a credit line. If the work of only one photographer is used throughout an article, one general credit may accompany the article's byline.

Photographers do not need to send an invoice when their work is published. The editor will bill the American Horticultural Society accounting office on behalf of the photographers after publication of each issue.

As of January 1, 2007, fees paid for photographs published in *The American Gardener* are based on the following sizes:

Less than a quarter page-----\$80
Quarter page to less than a half page-----\$90

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| Half page to less than full page----- | \$105 |
| Full page or larger----- | \$130 |
| Cover----- | \$350 |
| Duplicate use of image (usually on contents page)----- | \$25 |

Return of Material

Except by special arrangement, all photographic material sent in response to the photo call will be held until after the issue is published. Illustrative materials sent by authors to accompany manuscripts will be held until after the article is published. **We do not pay holding fees.**

Materials will be packed and returned by certified mail with a copy of the issue.

Photographers whose work is used will receive three copies of the issue and have the opportunity to purchase additional copies at the contributors' rate of \$1 per copy plus postage or shipping.

Although all work submitted to *The American Gardener* is handled with great care, the Society cannot accept responsibility for any material that is lost or damaged.

4/25/08