



# The Herb Society of America

## Advertising Rates and Specifications for *The Herbarist*, 2023

Rates are for print-ready ads that require no design work. **Ad should be submitted digitally via email.** The ad must be at least 300 dpi and JPEG, PDF, EPS, or TIFF format. If you need assistance, please contact us. Copy and artwork submitted should be designed to the size you select below (see the Ad Size Guide for guidance).

Despite increases in paper, printing, and mailing costs we have raised ad prices minimally. This reflects the first rate hike in advertisement pricing since 2018.

### Ad Size and Pricing

	Member (General and Business*)	Non-member
Full page (7 x 9")	\$340	\$600
One-half page (7 x 4 ½")	\$235	\$495
One-quarter (3 ½ x 4 ½")	\$155	\$390
One-eighth (3 ½ x 2 ¼")	\$130	\$340
Back cover, half-page (7 x ½")	\$525	\$630

- Please submit the ad exactly as you want it to appear. The publisher reserves the right to reject improperly prepared artwork.
- Design work is available for an additional hourly fee.
- HSA is not responsible for misspelled words or incorrect information. Please proofread your copy.
- Keep a copy of this form for your records.

**The deadline for submission of your ad WITH payment is May 1, 2023.**

\*Business Members – don't forget to apply your 10% advertising discount to your payment!

Name of organization or business: \_\_\_\_\_

Signature: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_ The check is enclosed. Please make check payable to The Herb Society of America, Inc. Mail to: The Herb Society of America, 9019 Kirtland Chardon Rd, Kirtland OH 44094

\_\_\_\_ Please charge my credit card. If payment is by credit card, please do not email card information. Call HSA headquarters by phone, 440-256-0514, or **use out secure online credit card processor at [herbsociety.org](http://herbsociety.org)**