



The HERB SOCIETY *of* AMERICA

Advertising Rates and Specifications for *The Herbarist*, 2021

Rates are for print-ready ads that require no design work. Ads 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).

Ad Size	Member Cost * Color or b&w	Non-member Color	Non-member b&w
Full page (7 x 9")	\$325	\$575	\$525
One-half page (7 x 4 1/2")	\$225	\$475	\$425
One-quarter (3 1/2 x 4 1/2")	\$150	\$375	\$325
One-eighth page (3 1/2 x 2 1/4")	\$125	\$325	\$275
Back cover, half page (7 x 4 1/2")	\$500	\$600	\$500
Mailing Envelope – new ad option in 2021 - one color only:			
Spot ad on envelope front (7 x 6" max)	\$400		\$500
Spot ad on envelope back – two available (4 x 5" max)	\$250 each		\$350 each

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.

To ensure your inclusion into *The Herbarist* 2021, please submit your ad with payment by July 1, 2021. Publication date is scheduled for mid-September 2021, so plan your advertising information accordingly. HSA cannot be responsible for late event information publication.

Name:

Name of Business:*

*** Business members – don't forget to apply your 10% advertising discount to your ad buy!**

Signature:

Email:

Daytime Phone:

☐ The check is enclosed. Please make the 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. Please call HSA headquarters to pay by phone, 440-256-0514, or **use our secure online credit card processor at [Herbarist Advertising](#)**. Please include Herbarist ad size in the notes field.

Please email Executive Director, Laura Lee Martin director@herbsociety.org with questions.