



# The HERB SOCIETY of AMERICA

## Advertising Rates and Specifications for *The Herbarist*, 2022

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 *	Non-member	Business member
Full page (7 x 9")	\$325	\$575	\$292.50
One-half page (7 x 4 1/2")	\$225	\$475	\$202.50
One-quarter (3 1/2 x 4 1/2")	\$150	\$375	\$135
One-eighth page (3 1/2 x 2 1/4")	\$125	\$325	\$112.50
Back cover, half page (7 x 4 1/2")	\$500	\$600	\$450

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* 2022, please submit your ad with payment by July 1, 2022.** Publication date is scheduled for mid-September 2022, so please 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 [herbsociety.org](https://herbsociety.org)**