



# Advertisement Order Form for Non-HSA Members

## The Herbarist

An annual publication of The Herb Society of America

Reserve your space in the 2020 issue of *The Herbarist* to promote your business. The rate for the ad is payable in advance when you return this form. Rates are for print-ready ads that require no design work. **Hand-drawn art is welcome, but content and borders should be created on a computer.** Ads can be submitted electronically via e-mail. The ad must be minimally 300 dpi and in JPEG, PDF, EPS, or TIFF format. If you need assistance with creating an electronic file, please contact us. Copy and artwork submitted should be designed to the size you select below (see the Ad Size Guide for guidance). The publisher reserves the right to reject improperly prepared art. Please keep a copy of this form for your records.

***The ad should be submitted exactly as you want it to appear. HSA is not responsible for misspelled words or incorrect information in your ad. Please proofread your copy.***

Signed: \_\_\_\_\_ Print name: \_\_\_\_\_

Name of business: \_\_\_\_\_

Address: \_\_\_\_\_

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

Ad sent via e-mail to [director@herbsociety.org](mailto:director@herbsociety.org) (Subject line: Herbarist Ad)

**Please submit your ad no later than June 1, 2020. *The Herbarist* will be released in early fall so plan your information accordingly. The Herb Society of America cannot be responsible for out-of-date ads.**

### ADVERTISING RATES FOR THE 2020 HERBARIST

(Please check one)

	<u>Color Ad</u>	<u>Black &amp; White Ad</u>
<input type="checkbox"/> Full page (7 x 9").....	\$575	\$525
<input type="checkbox"/> One-half page (7 x 4 1/2").....	\$475	\$425
<input type="checkbox"/> One-quarter (3 1/2 x 4 1/2").....	\$375	\$325
<input type="checkbox"/> One-eighth page (3 1/2 x 2 1/4").....	\$325	\$275
<input type="checkbox"/> Back cover, half page (7 x 4 1/2")...	<b>Reserved - Baton Rouge Unit, 2021 EdCon Host</b>	

The check is enclosed (Make checks payable to Herb Society of America)

Please charge my credit card:

Name on card: \_\_\_\_\_ Acct. # \_\_\_\_\_ Exp: \_\_\_\_\_ Sec. # \_\_\_\_\_

**The Herb Society of  
America  
9019 Kirtland Chardon Road  
Kirtland, OH 44094  
[director@herbsociety.org](mailto:director@herbsociety.org)  
(subject line: Herbarist Ad)**