



# Advertisement Order Form for Units, HSA Business Members, and Members at Large

## The Herbarist

An annual publication of The Herb Society of America

Reserve a space in the 2020 issue of *The Herbarist* to promote your business, unit, and/or unit event. 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 minimally be 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 organization: \_\_\_\_\_

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 The Herb Society of America cannot be responsible for out-of-date ads.**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)

HSA Member Only Prices  
(Individual, unit & business members)

- Full page (7 x 9")..... \$325
- One-half page (7 x 4 1/2")..... \$225
- One-quarter (3 1/2 x 4 1/2")..... \$150
- One-eighth page (3 1/2 x 2 1/4")..... \$125
- Back cover, half page (7 x 4 1/2") . . Reserved - Baton Rouge Unit, 2021 EdCon Host

**Member rates apply to color or black & white advertisements.**

The check is enclosed (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)