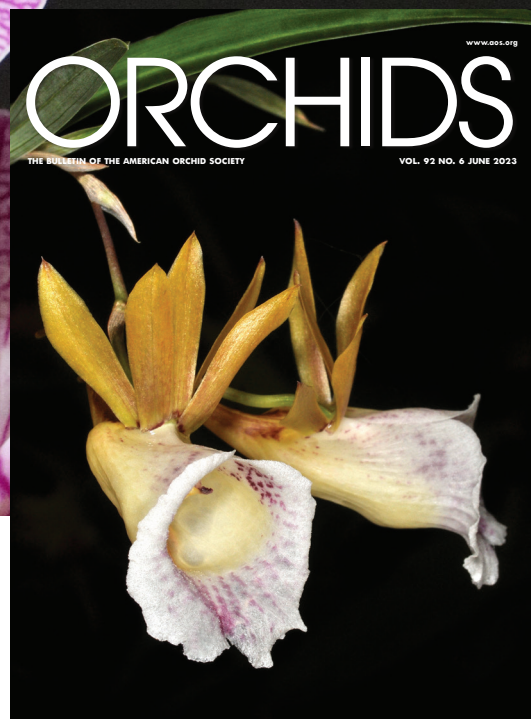




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American Orchid Society
Education. Conservation. Research.

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2024 MEDIA KIT

ORCHIDS / THE BULLETIN OF THE AMERICAN ORCHID SOCIETY

ORCHIDS MAGAZINE PRINT MEDIA



For More Information Contact

Mary Elwell
Advertising Sales

mary.elwell@kwglobal.com
(785) 289-2559

Each monthly issue of *Orchids* — The Bulletin of the American Orchid Society is packed with articles on topics of current interest for both beginners and advanced orchid growers, hybridizers and fanciers. In full color, with spectacular pictures, the magazine also features a question-and-answer section, a calendar of events and many pages designated to monthly advertisements that link readers with sources of everything orchids.

CIRCULATION*: 10,000

*includes print & digital subscribers

ISSUANCE / MONTHLY

ISSUE	RESERVATION	MATERIAL DUE	PUBLICATION
JANUARY	11/16/23	11/27/23	12/28/23
FEBRUARY	12/19/23	12/28/23	1/29/24
MARCH	1/23/24	1/30/24	2/28/24
APRIL	2/21/24	2/28/24	3/28/24
MAY	3/22/24	3/29/24	4/29/24
JUNE	4/23/24	4/30/24	5/30/24
JULY	5/21/24	5/29/24	6/28/24
AUGUST	6/18/24	6/26/24	7/29/24
SEPTEMBER	7/23/24	7/30/24	8/28/24
OCTOBER	8/22/24	8/29/24	9/30/24
NOVEMBER	9/20/24	9/27/24	10/28/24
DECEMBER	10/22/24	10/29/24	11/27/24



2024 ADVERTISING RATES / PER INSERTION

COLOR	1x	3x	6x	12x
FULL PAGE	\$1,261	\$1,195	\$1,135	\$1,082
HALF PAGE	\$979	\$935	\$876	\$838
THIRD PAGE	\$688	\$655	\$616	\$585
SIXTH PAGE	\$396	\$389	\$369	\$352
NINTH PAGE	\$206	\$196	\$183	\$179

COVER / PREMIUM POSITION RATES

FULL PAGE	1x	3x	6x	12x
INSIDE FRONT COVER (C2)	\$1,893	\$1,790	\$1,697	\$1,617
INSIDE BACK COVER (C3)	\$1,697	\$1,617	\$1,537	\$1,454
OUTSIDE BACK COVER (C4)	\$1,574	\$1,494	\$1,417	\$1,351
PAGE 1	\$1,508	\$1,438	\$1,364	\$1,292

DISPLAY AD SIZES

Trim Size: 8 × 10.875" *Orchids* trims 0.25" off top, bottom and outside edges. Live area should be a minimum of 0.375" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.

bind edge for right-hand page

LIVE AREA

FULL PAGE BLEED
8.25 × 11.125"

FULL PAGE
7 × 9.625"

HALF PAGE HORIZONTAL
7 × 4.75"

THIRD PAGE VERTICAL
2.25 × 9.625"

THIRD PAGE SQUARE
4.625 × 4.75"

NINTH PAGE
2.25 × 2.875"

SIXTH PAGE VERTICAL
2.25 × 4.75"

SIXTH PAGE HORIZONTAL
4.625 × 2.3125"

COMPOSITION & AD ASSEMBLY FEES

Full Page	\$150
Half Page	\$105
Third Page	\$80
Sixth Page	\$70
Ninth Page	\$50



Five Lines
 (1 line = 45 characters) \$55
 Each additional line \$15
 First three words in red \$25
 Include logo \$25

NOMENCLATURE

The spelling of most orchid names in advertisements in *Plants of the World Online* that is available online. Spellings of names not in the checklist follow the nomenclatural rules established by the most recent *International Code of Botanical Nomenclature* (Vienna Code). Although the Royal Horticultural Society (the official registrar for orchid grexes) dictates horticultural usage for registration purposes, it has no authority over botanical nomenclature. When determining which abbreviations to use for genus names, follow those available in OrchidsPro or on the RHS website at <http://www.rhs.org.uk/search?query=orchid+hybrid+abbreviations&referrerPageUrl=https://www.rhs.org.uk/>.

ORCHIDS CLASSIFIEDS

SALES

BROWARD ORCHID SUPPLY — we carry fertilizers, fungicides, pesticides, pots, baskets, growing media, tree fern, cork, wire goods, labels, pruners and more. For our complete product line, visit our website at www.browardorchidsupply.com. Call 954-925-2021 for our catalog or questions. AOS members receive a 10% discount. We cater to the hobbyist.

INGRAM'S BETTER ORCHID BOOKS offers new, old, rare, classic, out-of-print orchid books and some orchid magazines. Looking for a specific item? Send order or want list via email to jeingr45@gmail.com or mail to J E Ingram, P.O. Box 12272, Gainesville, FL 32604.

SALES

NEW VISION ORCHIDS — Specializing in phalaenopsis: standards, novelties, Odontoglossums, intergenerics, lycastes and vandaceous. Russ Vernon — hybridizer. Divisions of select, awarded plants available. Flasks and plants. Tel.: 765-749-5809. E-mail: newvisionorchids@aol.com, www.newvisionorchids.com.

MAIN STREET ORCHIDS New to online sales. After 20 years, we're finally offering online sales. Many species, especially Catts and Phrags. Very reasonable prices. Still building site. Join our email list for new additions. Visit msorchids.net.

SALES

SELLING MY PRIVATE collection after 28 years; 2,500 sq ft of overgrown cattleyas and 500 sq ft of overgrown dendrobiums are available in Titusville, FL. Contact: Kenny Yii @ 321-720-7337.

AWARD GALLERY CORRECTIONS

July 2018 (87:7), page 541. Picture 14 was captioned as *Rlc.* Cloud's Candy Corn 'Odor's Orchids' AM/AOS (Waianae Leopard x *Cattleya* Landate) 83pts. The plant photographed is actually a cultivar of *Rlc.* Tatarown (Memoria Helen Brown x *Cattleya granulosa*).

July 2018 (87:7), page 548. Picture 10 was captioned as *Vanda* Thailand Gold 'Janice Williams' HCC/AOS (Thananchai x Amphi). This is correctly *Vandachostylis* Thailand Gold (*rhynchostylis coelestis* x *Vanda* Mee).

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The American Orchid Society, in congruence with its stated conservation aims and with the full approval of the AOS Trustees, prohibits advertisements for wild-collected orchids and orchid-collecting tours in the pages of *Orchids*. By submitting advertisements for orchid species, vendors are thereby asserting that plants advertised are either artificially propagated (from seed or meristem) or are nursery-grown divisions of legally acquired stock. While *Orchids* endeavors to assure the reliability of its advertising, neither *Orchids* nor the American Orchid Society, Inc., can assume responsibility for any transactions between our advertisers and our readers.

**Submission of articles
 for ORCHIDS
 magazine**

The AOS welcomes the submission of manuscripts for publication in *Orchids* magazine from members and non-members alike. Articles should be about orchids or related topics and cultural articles are always especially welcome. These can run the gamut from major feature-length articles on such topics as growing under lights, windowsills and thorough discussions of a species, genus or habitat to shorter, focused articles on a single species or hybrid to run under the Collector's Item banner. The AOS follows the World Checklist of Selected Plant Families with respect to species nomenclature and the Royal Horticultural Society Orchid Hybrid Register for questions of hybrid nomenclature.

Articles as well as inquiries regarding suitability of proposed articles should be sent to jean.ikeson@gmail.com, mormodes@hotmail.com or the editor at rmchatton@aos.org.

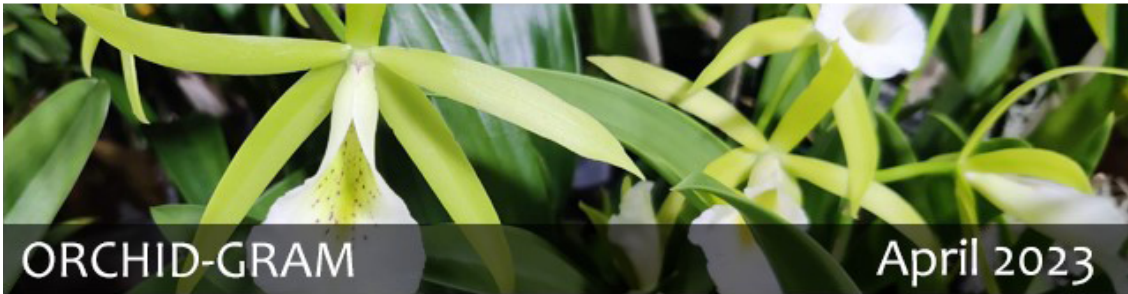
CLASSIFIED ADVERTISEMENTS

All type for classified advertisements is set justified following the style established for the classified section. If requested, the first three words can be in all caps. Classified ads are not listed individually in the Ad Index.

AD RATES

10,000 MEMBERS

	3x	6x	12x
TOP BANNER (728 X 90)	\$600	\$550	\$475
TILE (300 X 250)	\$400	\$300	\$200



American Orchid Society Member Newsletter

www.aos.org

Support the AOS

Renew

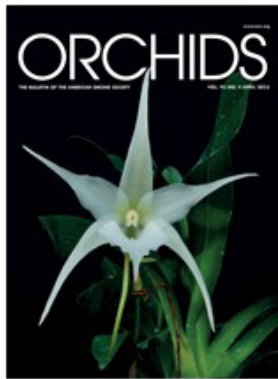
Donate

Seeking AOS Judges!



Register for our 2023 Spring Members Meeting in San Diego, California! More details below.

April Issue of ORCHIDS



The April issue of *ORCHIDS* is now in the mail to current print members.

All Current AOS members can [log in to read it online now.](#)

April is our annual awards issue and this year's is especially spectacular. In keeping with the last several years, Nile Duediker treats us to the winners of the 2021

TECHNICAL SPECIFICATIONS



PAPER

All papers are Forest Stewardship Council-certified and contain at least 10-percent post-consumer waste.



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PRINT ADS

RESOLUTION / Image resolution for all graphics should be 300 dpi or higher for color or grayscale images and 1200 dpi for bitmap line art. No RGB or Indexed color mode graphics.

FORMAT / High-Resolution PDF files are preferred. PDF's should be created using the Press Optimized settings, and all fonts must be embedded. Please verify journal trim and bleeds. File must be set up for correct journal trim, and bleeds must be set at 0.125" beyond the trim. It is recommended that you submit files 1 week prior to the material due date.

AGENCY COMMISSION

There is a standard 15% commission to recognized agencies. Color and position fees are commissionable.

TERMS AND CONDITIONS

The American Orchid Society (AOS) reserves the right to require publication repayment. All copy, artwork and typography are subject to approval of the publisher, the AOS. The AOS reserves the right to reject or cancel any advertisement for any reason at any time. All international dealers must comply with CITES standards. The AOS in congruence with its stated conservation aims and with the full approval of the AOS Board of Trustees, prohibits advertisements in Orchids for wild-collected orchids and orchid-collecting tours. By submitting advertisements for species, the advertiser is thereby representing that plants advertised are either artificially propagated (from seed or meristem) or are divisions of well established, nursery-grown stock. The AOS reserves the right to screen and reject all advertisements contrary to the spirit of this policy. No tobacco or alcohol advertising accepted.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of ad's content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. The AOS does not provide award slides or scans for use in ads. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value or content of an advertisement will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

CREATIVE SERVICES

Creative services are available to all advertisers at a rate of \$100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.



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CONTACT:

Mary Elwell / Advertising Sales

mary.elwell@kwglobal.com / (785) 289-2559

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