

ORCHIDS

THE BULLETIN OF THE AMERICAN ORCHID SOCIETY

Rate Card #10 Effective October 1, 2015



American Orchid Society
Education. Conservation. Research.

GUIDELINES

Nomenclature

The spelling of most orchid names in advertisements in *Orchids* follows the *World Checklist of Monocotyledons* that is available on line. The list can be found by entering Monocot Checklist in a Google or another search engine. 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 greges) dictates horticultural usage for registration purposes, it has no authority over botanical nomenclature. When determining which abbreviations to use for genus names, follow those in *Sander's List of Orchid Hybrids* (available in *Orchids Plus*).

Suggestions for Improving Ads

In the midst of the advertising noise that exists, magazine viewers have a short attention span and as they flip through the pages of *Orchids*, you have literally a moment to make your ad unforgettable. Take into consideration these three tips when creating your ads for *Orchids*:

Tip #1: Always advertise with a simple message to instill clarity; don't allow your reader to get lost and confused in long paragraphs of copy.

Tip #2: Utilize color to catch the viewer's eye; inspire the reader to remember your ad above all others.

Tip #3: Design your message to reach a particular audience.

A quote from Time described the late, great Leo Burnett as "genius of the heartland subconscious ... the man most responsible for the blizzard of visual imagery that assaults us today." In his efforts to inspire creativity in advertising, Burnett once said "Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read." (<http://brainyquote.com>)

Preferred Word Styles

Bare-root (not bareroot)
E-mail or e-mail (not Email or email)
Catalog (not catalogue)
Leafspan (not leaf span)
Web site (not website)

A Few Hints

Capitalize but do not use periods in acronyms.
Examples: AOS, USA, UPS, CITES

When writing orchid descriptions, capitalize all awards and use single quotation marks (not inch marks) around clonal names before a comma.

Example: *Vanda Chaisiri* 'Paul', AM/AOS

When writing a clonal name, place the comma outside of the closing single quotation mark.

Example: *Dendrobium* Valley Gold 'Gem', AM/AOS

The first letter in a species name should be lower case.

Example: *Guarianthe skinneri*, *Disa uniflora*

The first letter in a hybrid should be upper case.

Example: *Cattlianthe* Chocolate Drop

When using the plural of a genus by adding "s", begin the genus name with a lower-case letter

Example: cymbidiums, cattleyas, dendrobiums

Use a multiplication sign (not an x) in cross names.

Example: *Vanda* Crimson Glory × *Vanda coerulea*

When using the term "blooming size" as an adjective, insert a hyphen. Example: These are blooming-size plants.